

The Cattleman

Fort Worth, Texas, August, 1954

VOLUME XLI - - No. 3

HEREFORDS ON THE RANGE—Color Transparency by Roger B. Lets



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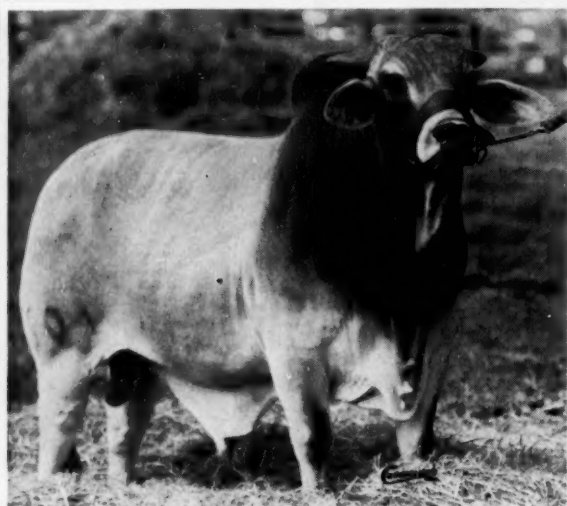
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TEXAS

WELCH,
OKLAHOMA

The Cattleman

Vol. XLI

August, 1954

No. 3

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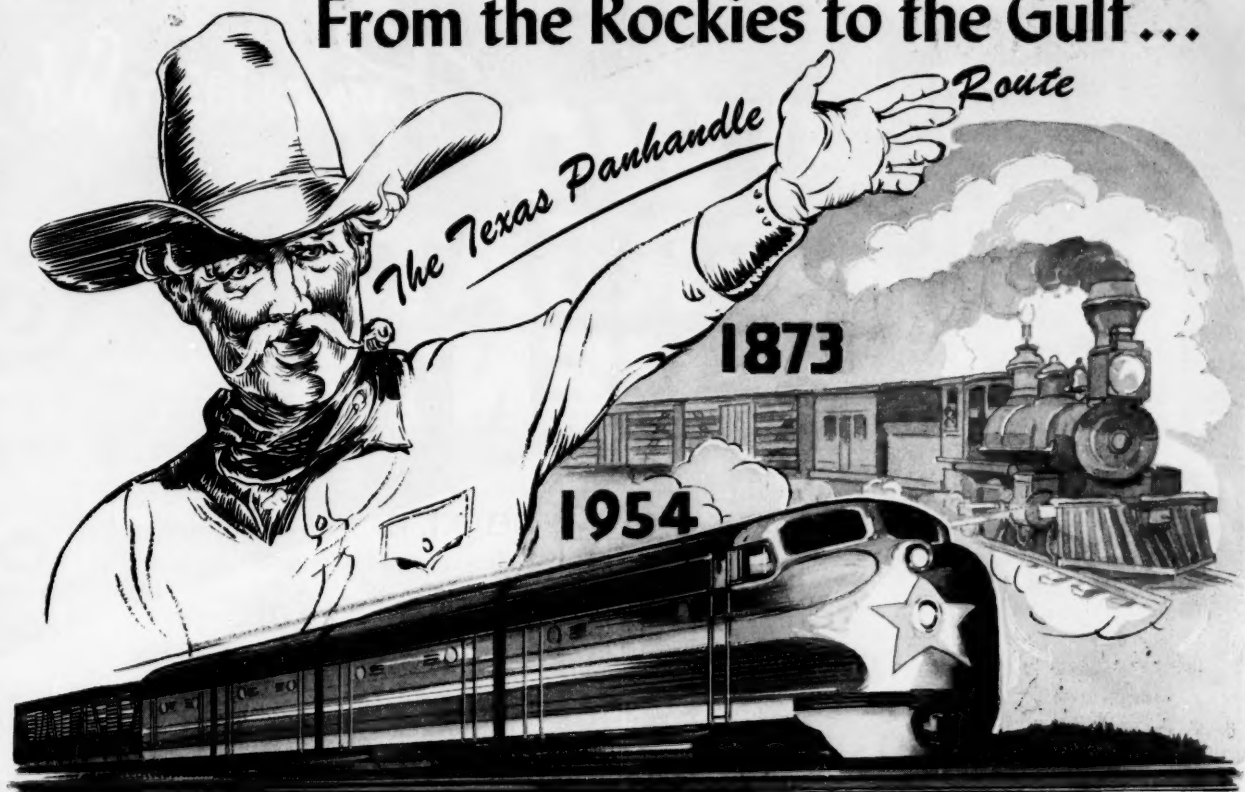


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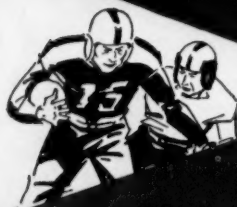
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OCT. 9, 10

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... a chance to kill "several birds with one stone" for with these great and enjoyable events taking place you just can't miss. The whole family will have a "ball." This sale will feature the get and services of the "World's Most Valuable Bull"

... PRINCE 105 TT. And before our great Sale on Oct. 12 you'll want to attend the Frank Richards Testimonial Dinner in Dallas on Oct. 10 and of course see the Angus Judging, Monday, October 11 at the State Fair during this same period.... Mark your calendar now, will ya?



These Sale
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of 60 selling in
October



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Of things that concern cattle raisers

The Cattleman Cover

HEREFORDS ON THE RANGE

From a color transparency by Roger B. Letz

IN this August issue The Cattleman again takes pleasure in featuring the Hereford breed of beef cattle, as we have during the past several years. Herefords are greater in numbers than any other breed of beef cattle in the southwestern range country. They are a tried and proven breed that came to the United States from the British Isles. The breed contributed much to changing the type of beef cattle in this country from the Texas Longhorn to the modern beef animal of today.

For our cover this month The Cattleman went to the Bryant Edwards Ranch near Henrietta, Texas, one of the most outstanding commercial cow outfits in the Southwest. The Edwards Ranch is just south of the Red River in rolling country that's covered with good grass. The cows pictured are only a part of a large herd owned by Edwards, who has dedicated himself to the task of building up—through practical breeding methods—one of the best herds of commercial Herefords in the country.

Board of Directors Meeting

THE board of directors of the Texas and Southwestern Cattle Raisers Association met at Corpus Christi on July 10. More than 70 directors and officers were present.

Henry Bell, secretary-general manager, reported that 256 members had been accepted by the organization since the last directors' meeting in March.

Joe G. Montague, association attorney, reported on his work in Washington and said that efforts of the Association in having funds for tick, scabies and vaccination work restored to agricultural appropriation bill were successful. He also reported on a brand conference which he attended at Clovis, New Mexico.

F. D. Brock, chief of the feed control service, College Station, urged ranchers to be alert to the passage of proper laws to protect their interests in the manufacture and sale of livestock feeds.

Ray Willoughby, chairman of the finance committee, reported that the financial affairs of the Association were about the same as for the 1953 period.

Bryant Edwards, chairman of The Cattleman committee, reported that the finances were in good shape but that there has been a slight drop in advertising.

Ben H. Carpenter reported on the work done by the public relations committee and the beef promo-

tion sub-committee. He outlined the plans that had been made to organize the Texas Beef Council. Following his report the directors gave President Parks authority to use Association funds to support the Texas Beef Council.

Albert Mitchell, Albert, N. M., told about the work the National Livestock and Meat Board was doing and explained how the additional funds it is getting through increased assessment are going to be used.

Dr. J. C. Miller, head of the Animal Husbandry Department, Texas A. & M. College, discussed the importance of promoting beef consumption.

Fred Hobart, Pampa, told of his trip to Asia as a member of one of the government's foreign trade committees. A complete report of this trip will be found elsewhere in this issue.

W. W. Brunson, Lubbock, invited the directors to hold their next quarterly meeting in Lubbock and his invitation was accepted.

The King Ranch was host to a tour and dinner on Sunday.

The following members were accepted:

TEXAS

Archer: Murphy Bros., J. A. Wilson; **Armstrong:** Jones R. Christian, Hugh Donk; **Atascosa:** Alonzo Peeler, Jr.; **Bastrop:** First National Bank; **Ross S. Potts;** **Bexar:** John S. Bordovsky, Ray Childs, Frank O. Cook, Ed Davis, L. C. Harrison, J. W. Kothmann & Sons, H. M. Stephenson; **Blanco:** Morris Buchanan, Hereford Hills Ranch; **Bowie:** Leon Missildine, T. Jack Woodley; **Brazoria:** John H. Adams, Alvin State Bank, John C. Evans, Alex F. Hood, Stansel, Adams & Clem, T. Terry; **Brasos:** John Collette, Aubrey Jones; **Brown:** Cox & McInnis Ranch; **Cameron:** Dean Porter; **Carson:** Stewart Purvines; **Collin:** Crescent Oaks Stock Farm; **Colorado:** Willis Blackwell, George M. Cason, Sanders Bros., Ben L. Stapleton; **Comal:** Harris & Elbel; **Crane:** Wilson Barr; **Culberson:** R. B. (Bennie) Durill; **Helen Heron, Geo. Sadler.**

Dallam: Ross Allen, R. L. Chandler; **Dallas:** W. H. Kelley, Roy Lee, Edgar B. Miller, W. R. Nichols, Robert I. Seale, Cullen Sheppard Thomas, Wayne Wintin; **DeWitt:** Charles P. Bodden; **Dimmit:** Carroll Burns, Freedman & Blalock; **Donley:** W. B. Knorpp; **Duval:** Wesley Davis, John B. Vivinn, J. D. White; **Foard:** Black Bros.; **Fort Bend:** Belle Blackwell and H. E. Cabrera, Charlie Gorka, Lone Star Ranch Co.; **Franklin:** Luther Knight; **Galveston:** H. M. Barker, Roy C. Campbell, Citizens State Bank, Mr. and Mrs. O. H. Eichelberger, J. E. Gibson & J. R. Beaver, F. H. Huntington, J. F. Lunning, E. H. Moore, Raphael D. Parker, Ardes L. Strom, C. P. Westerlage; **Grayson:** Dophied Bros., Joe Fields, Harold Govier, J. S. Taylor, Dr. Max R. Woodward; **Gregg:** W. T. Byrd, O. H. Grissom; **Grimes:** Mrs. Flora I. Johnson; **Guadalupe:** C. E. Grissom, G. C. Munk & Sons.

Hall: Clee Parr; **Hansford:** Bob Cluck, Warren Hart; **Hardeman:** W. I. Tabor; **Harris:** W. H. Baugh, Leslie George Cahoon, Jr., Cardiff Bros., Drouett Casey, Dr. and Mrs. C. J. I. Ekman, Charles S. Gainer, Jr., Carson Gibson, L. K. Greene, Henry H. Hendrix, W. H. Hildebrandt, Robert E. Hoyt, Travis Marks, C. F. Meyer, Al Miller, Herman T. Mittelstaedt, Mossers Norita Ranch, H. E. Patterson & Son, Homer C. Shafer, Clayton N. Smith, Otto Theiss, Camille Ulrich, Wharton Weems; **Hays:** David H. Laney, Hemphill: Tom O'Bryan; **Hidalgo:** George W. Anderson, Bryan & English, R. Charles Knadle, E. A. Landreth, V. F. Neuhaus, C. F. Spikes; **Hill:** Davis & Russell; **Howard:** L. N. Davis; **Hutchinson:** F. C. Lowe; **Jackson:** T. N. Mauritz & Son; **Jeff Davis:** Mrs. R. K. Merrill, R. D. Swartz; **Jefferson:** C. & T. Cattle Co.; **Jim Hogg:** Lee C. Smith, J. M. Vasquez, R. A. Wied; **Jim Wells:** George O. Hoffman; **Jones:** Noodle Creek Ranch, Vernon Spraberry; **Kaufman:** C. J. McIntyre; **Knox:** B. Arnold, H. M. Black.

Lamar: Fred Council, T. J. Kline; **LaSalle:** J. W. Baylor, Glen E. Talbutt; **Liberty:** Ollie Mizell, R. W. Stubblefield & Sons; **Limestone:** Mrs. M. M. Brown, Mrs. John Reese; **Live Oak:** Dean Metts; **Lubbock:** Walter L. Herrin; **Madison:** J. W. Mathis, Sr.; **Matagorda:** Hugh F. Buffaloe, Elton Leggett, Frank H. Lewis, C. H. Wilson; **Maverick:** W. H. Atwood; **Medina:** P. C. Jazgee, E. H. Seekatz; **Montgomery:** B. Brantley, M. F. Casey, W. H. Mizell, Elmer Weisinger & Son, Joe Wiggins; **Nueces:** Tom F. Harper; **Parker:** M. L. Monroe; **Red River:** E. O. Buzbee, Edgar C. Rater; **Scurry:** J. Seabourn Eicke; **Shackelford:** W. Graham Webb, Jr.; **Sherman:** David

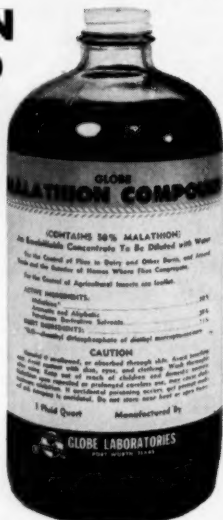
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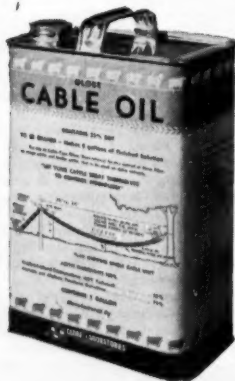
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is recommended for the control of flies in dairy and other barns, and around yards and the exterior of homes where flies congregate; and for the control of agricultural insects. Contains 50% Malathion. An emulsifiable concentrate to be diluted with water—up to 3 weeks residual. Easy, safe to handle—highly effective, kills DDT-resistant flies. Available in 8-oz. and quart bottles.



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NEW MEXICO

Mora: Alex Laubhan, Jr.

Cattle on Feed—July 1, 1954

THE number of cattle on feed for market in the 11 Corn Belt States on July 1 was estimated to be 5 per cent larger than the number on feed July 1, 1953, according to the Crop Reporting Board. Although estimates of the number of cattle on feed have not been made for all states, indications point to an increase of nearly 200,000 head in the Corn Belt. Considering information available on other important states outside the Corn Belt, it appears likely that the number of cattle on feed July 1 for the country as a whole was also about 5 per cent more than on July 1, 1953. This compares with a 9 per cent decrease in number on feed January 1 this year and a 2 to 3 per cent decrease indicated on April 1 this year.

The number of cattle on feed in the Eastern Corn Belt on July 1 was 5 per cent larger than on the corresponding date last year. The Western Corn Belt showed an increase of 6 per cent from July 1 a year ago. All states showed increases except Missouri which had 2 per cent fewer and Kansas which showed no change from a year ago. Feeding operations are up substantially in South Dakota which had 25 per cent more cattle on feed than last year. Wisconsin showed a 15 per cent increase, while Indiana, Michigan and Minnesota each had a 10 per cent increase. Other increases were Ohio, 8 per cent; Illinois, 1 per cent; Iowa, 5 per cent; and Nebraska, 4 per cent.

Cattle feeding operations in Colorado are reported at about the same level as a year ago. Shipments into

Unretouched photograph of one of eight BEEFMASTER steer calves fed by Laurie and Dale Lasater.



Now—78 Active Authorized BEEFMASTER Breeders In 16 States

Those who purchase BEEFMASTERS from the Lasater herds at Falfurrias, Texas, or Matheson, Colorado, are invited to sign a contract permitting them to use the copyrighted BEEFMASTER name. There are now seventy-eight of these authorized breeders in sixteen states who are active in breeding BEEFMASTERS for sale.

You are invited to write The Lasater Ranch, Falfurrias, Texas, for a list of these active authorized breeders. It will be useful to those interested in purchasing BEEFMASTERS, since it lists available sources, and it provides a check against unknown cattle sometimes offered for sale as BEEFMASTERS. It will also be a guide to those wishing to see BEEFMASTERS on the range.

Visitors are welcome at the Lasater ranches at Falfurrias and Matheson. If you expect to be near either this summer, please let us know in advance when you are coming so that there may be someone on hand to show you around.

*Recognized by
U. S. Department
of Agriculture*

USDA Farmers' Bulletin No. 1779, "Beef-Cattle Breeds", lists BEEFMASTERS as a new breed developed in the United States. Copies of this bulletin, revised January, 1954, may be obtained from the Superintendent of Documents, Washington, D. C.

Beefmaster Plan Contracts now available on 1954 bull calves to be delivered as yearlings ready for service.

**"More Beef for
Less Money"**

Lasater

BEEFMASTERS

The American Breed

Ranches:
MATHESON, COLORADO
FALFURRIAS, TEXAS

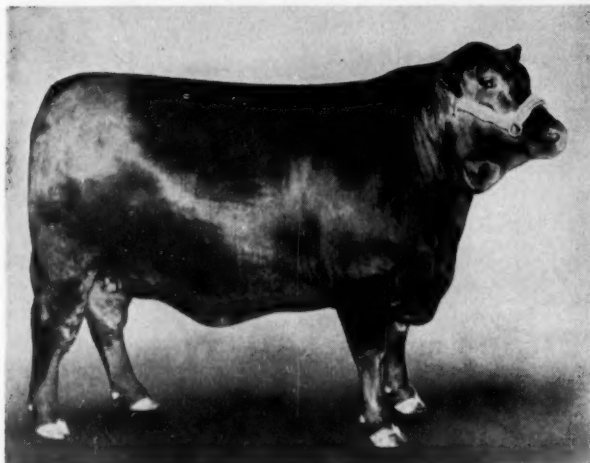
Efficient and Modern—the Result of a Continuous, Constructive Breeding Program Since 1908

Trademark "LASATER BEEFMASTER" registered U. S. Patent Office. Foreign registrations pending.

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CLEAR VIEW

Brangus



Miss Clear View 53rd. A summer yearling heifer selected as the National Champion Brangus female at the 1954 San Antonio Livestock Exposition.

FREE

In response to the many requests for information about Brangus and especially the Brangus at Clear View, we have prepared a descriptive, illustrated brochure which we will be happy to mail to you free of charge. This brochure answers most of the questions we are usually asked about the breed, and in addition contains information of value to every cattle producer. A post card will do . . . no obligation, of course.

Look for our consignment in the NEO Brangus Sale on
October 30th in Vinita, Oklahoma.

Visitors Always Welcome

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the Northern Colorado feeding areas since January 1 have been of near record size. Marketings of fed cattle since January 1 have been smaller than last year. The Arkansas Valley shows a reduction from a year ago.

All of the increase in numbers on feed was in cattle that were on feed less than 6 months. Reports from cattle feeders in the Corn Belt states showed a smaller percentage of the total on feed over 6 months than last year. Reporters indicate that 42 per cent of the total had been on feed over 6 months, 35 per cent on feed 3 to 6 months and 23 per cent on feed less than 3 months. For last July 1 the corresponding percentages (revised) were 54, 26 and 20 per cent.

About 74 per cent of the July inventory is expected to be marketed before October 1 if feeders carry out their July intentions. The percentage of total cattle intended for market in July is above a year ago whereas the percentage intended for market during August and September is below 1953.

Strictly short term feeding is at a higher level than last season. About 4 per cent of the cattle marketed during April through June were placed on feed after April 1. Last year the percentage was 2 per cent. Total marketings of fed cattle have been running less than last year.

Shipments of stocker and feeder cattle into the Corn Belt during April-June were greater than a year ago. Total shipments for the three-month period from public stockyards and "directs" into the nine states for which such records are available were 5 per cent above the same period last year. Shipments since January 1 were 26 per cent above the corresponding period in 1953.

Records of shipments of stocker and feeder cattle since January 1 from the eight leading markets show that the total number of steers was considerably greater than during the same period a year ago but the number of calves was smaller. The biggest increases were for steers weighing from 700 to 900 pounds. The proportion of light steers (under 700 pounds) was smaller than in 1953, although their number was about 60,000 more than last year. The number of feeder calves shipped from these eight markets during the six-month period this year was 6 per cent fewer than in 1953. During June the average cost of stocker and feeder steers shipped from these eight markets was \$17.98 per hundred pounds compared with \$15.38 in June 1953.

Cattle on feed July 1, 1954, as a percentage of a year earlier are as follows:

Ohio	108	Iowa	105
Indiana	110	Missouri	98
Illinois	101	South Dakota	125
Michigan	110	Nebraska	104
Wisconsin	115	Kansas	100
Eastern Corn Belt	105	Western Corn Belt	106
Minnesota	110	Corn Belt	105



Above and at right are five splendid and typical El Torazo calves. You are always welcome to visit any of our ranches to inspect these and other cattle, representative of our sale offering

News About El Torazo from Pioneer Santa Gertrudis Breeders

We purchased El Torazo at the King Ranch 1952 Bull Sale for \$40,000.

His first crop of calves are splendid—excellent types, top conformation, good color, rugged, sturdy.

Our investment in El Torazo is evidence of our determination to make Pioneer Santa Gertrudis Breeders the outstanding group in the field. Pioneer Santa



Gertrudis Breeders own more land, more cattle, more fine animals than any others, except the King Ranch interests. We are in business to stay.

Visit our ranches. See the "get" of El Torazo. Then you will want to attend our Third Annual Sale at San Antonio, November 11, 1954. We will sell 12 Certified Bulls, 48 Certified Females—of the same high quality as at our two previous sales.

ARMSTRONG RANCH
Armstrong, Texas

OAK ALLEY PLANTATION
Vacherie, Louisiana

R. W. BRIGGS, SR.
P. O. Box 1981
San Antonio, Texas

R. W. BRIGGS, JR.
P. O. Box 1981
San Antonio, Texas

WALTER W. CARDWELL, SR.
The Luling Foundation
Luling, Texas

WALTER W. CARDWELL, JR.
Lockhart, Texas

VACHEL LACKEY
215 West Commerce
San Antonio, Texas

THE LULING FOUNDATION
Luling, Texas

MALTSBERGER RANCH
Cotulla, Texas

JOHN MARTIN
P. O. Box 271
Alice, Texas

DR. J. K. NORTHWAY
P. O. Box 31
Kingsville, Texas

QUIEN SABE RANCH
Frates Seeligson
A. A. Seeligson, Jr., Owners
1633 Milam Building
San Antonio, Texas

A. A. SEELIGSON
1633 Milam Building
San Antonio, Texas



EL TORAZO — "Yo soy toro en
mi rodeo y torazo en rodeo ajeno."

—Martin Fierro, Argentina

Pioneer Santa Gertrudis Breeders

1633 Milam Building
San Antonio, Texas



One of the purebred bulls
we will sell October 16th.

YAN



Part of the heifers selling
in our first sale, Oc-
tober 16th.

Some of the bulls we will
offer October 16th.



Producing cows with Viejo
Segundo, one of our im-
ported, fullblood herd
bulls, whose sire and dam
were imported from
France.





The Cattleman's CORRAL

Edited by HENRY BIEDERMAN

JUDGE JOE G. MONTAGUE, T&SWCRA ATTORNEY REPORTS—As a result of a hearing held in San Antonio, July 2 before Dr. R. J. Anderson, Chief, Animal Disease Regulatory Branch, and Dr. C. L. Gooding, Chief, Animal Quarantine Branch, USDA, the border patrol service has been completely reorganized and suggestions made by the T&SWCRA Livestock Disease, Sanitation and Border Patrol Committee, headed by A. E. Gates, Laredo, were adopted. Also present at the hearing were your attorney and D. A. Davidson, executive director, Texas Livestock Sanitary Commission. The committee pointed out to government officials things relating to patrol work on the border that had not been satisfactory.

Subcommittee of the U. S. Senate Judiciary Committee on July 12 held hearings on two bills affecting the employment of Mexican labor for ranches and farms. The first bill (S. 3660) makes it illegal to knowingly hire a "wetback" and authorizes the U. S. Attorney General or some agency delegated by him to go before a U. S. District Court and secure an injunction against persons employing such "wetbacks." The bill makes the act of hiring a "wetback" illegal but no criminal penalty is provided. The second bill (S. 3661) provides for the punishment of persons who hire "wetbacks" after injunction is secured by a proceeding in U. S. District Court in a contempt of court case. T&SWCRA opposed both bills because the effect of this legislation was to bring about the fining and imprisonment of American citizens without jury, trial or

right of appeal. When the hearings were completed it was the general belief that neither would be passed by this Congress.

* * *

GOVERNMENT BEEF BUYING PROGRAM—Roy Parks, president, T&SWCRA, July 22, wired Secy. of Agriculture Benson as follows: We urge government buying program go into effect immediately. Above normal shipments of cattle to central markets for immediate slaughter on account dry ranges and dry water ponds.

Secy. Benson (late July) turned down requests from cattle industry to begin beef buying immediately for school lunches.

Based on conditions so far as reported by Asst. Secy. Rizley and Harvey Dahl, Nevada cattleman, Benson and advisers believe purchasing program can be avoided this year. Benson has program ready to go, however.

* * *

BEEF PROMOTION—T&SWCRA Board of Directors meeting at Corpus Christi July 10 voted substantial financial support for Texas Beef Council. Texas Beef Council was organized at Fort Worth July 15 with more than 40 organizations participating. Roy Parks, T&SWCRA president, was elected president of the council and pledged \$10,000 support to council from T&SWCRA. It is expected that other participating organizations will raise like amount.

Vegetable growers have joined beef producers to promote vegetables and beef by a campaign featuring beef stews and pot pies.

(Continued on Page 18)

HANG TWO

CATTLE
RUSTLERS

AND JAIL ONE

BLACKLEG
BARTMALIGNANT EDEMA
MIKE

WITH ONE 10cc. DOSE OF
BLACKLEGOL[®]S-HS[™]

SHIPPING FEVER
SAM

Just One 10 cc. Dose Gets All Three...

- 1 builds long-time immunity against
- 2 builds long-time immunity against
- 3 builds seasonal resistance against

BLACKLEG

MALIGNANT EDEMA

SHIPPING FEVER

(hemorrhagic septicemia)

And Blacklegol "S-HS" is fortified with Alhydrox,[®] a Cutter exclusive, that holds vaccine in tissues, releasing it slowly to build peak immunities that hold even in the face of epidemic outbreaks.

CUTTER Laboratories
BERKELEY, CALIFORNIA

USE **BLACKLEGOL[®]S-HS[™]**

OUR BULL BATTERY: *every one a*



LARRY MIXER DOMINO 20th

A son of Larry Mixer Domino and out of a daughter of Larry Domino 50th. The "20th" is a top individual and is siring calves that have been well accepted by outstanding judges. Owned jointly with Barret Hereford Ranch.



DON LARRY 7th

A grandson of Larry Domino 106th and out of a daughter of Larry Domino. He is siring some of our better cattle and many are saved as replacements.



LARRY DOMINO I 150th

A double-bred grandson of Larry Domino, he is by Larry Domino 69th. Many of his half-sisters are in our cow herd and are some of our best producers.



LARRY MIXER DOMINO

His get was a feature of our sale last fall with the top bull \$15,600 and second top bull \$12,650, both by him. He is a Hazlett-Larry Domino bred bull.

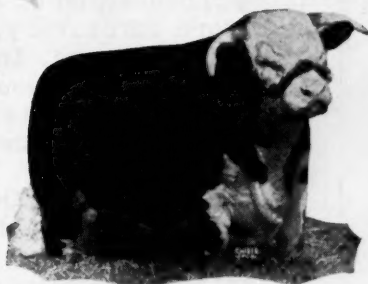
*... every one the
seed for future gen-
erations of top
quality Herefords
that will improve
the breeding herds
of the nation.*



LARRY D. 3rd

He is by Larry Domino K 1st, he by Larry Domino 85th, an own son of Larry Domino and out of a Prince Domino-Hazford Rupert bred dam. An individual cowmen like.

flower of proven, prepotent bloodlines



LARRY'S PRINCE 15th

A son of Don Larry 7th and out of a double-bred Larry Domino cow. He is siring a high percentage of calves that are the kind breeders like.



LARRY MIXER DOMINO 41st

One of the outstanding sons of Larry Mixer Domino. His calves show great promise. Out of a $\frac{3}{4}$ sister of Larry Domino 50th.



MW LARRY DOMINO 107th

One of the top individuals of the breed and he is consistently siring the right kind for us. Many of his sons are heading outstanding herds. He is an own son of the "50th" and is owned jointly with Milky Way Hereford Ranch.



REAL SILVER DOMINO 203d

A new addition to our bull battery that we have a lot of confidence in. He is by Real Silver Domino 44th and out of a Don Blanchard 54th bred cow. He has the type, thickness, depth and breed character we like.



MW LARRY DOMINO 30th

Another son of the "50th" that is siring some of our better cattle. Several of his sons are in our herd and a number are serving in top herds throughout the country.

In addition to the bulls shown we are also using Real Silver Domino 181st, Super Larry D 2nd, Larry Domino M 41st, Battle Emblem, Larry D. 8th, Colorado Domino D 285th, Onward Mixer and Onward Royal.

Our select cow herd consists of daughters of Larry Domino, Larry Domino 22nd, Larry Domino 69th, Larry Domino 85th, Larry Domino 121st, Larry Domino 184th, Larry Domino 186th, Larry Domino 240th, Larry Domino K 1, Prince Domino H 137th, JB Advance Domino 2nd, and Sterling Domino 2nd.

The cross of these bulls and our females produce the kind of cattle that enabled us to have the second highest horned Hereford sale average in the country last fall when 70 head averaged \$2,208.

FOR SALE:

50
Bred Heifers

50
Open Heifers
(Breeding Age)

70
Senior Heifer
Calves

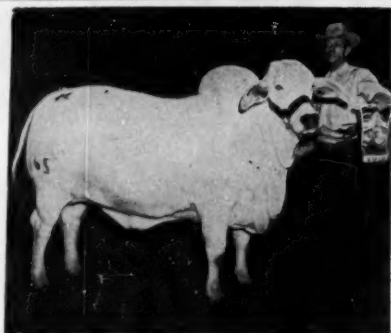


LISTED 1954

Bridwell Hereford Ranch
B
Home of the Larry Dominos

J. S. Bridwell, Owner, Wichita Falls, Texas • W. R. (Bud) Thurber, Mgr., Windthorst, Texas. Phone 243W, Archer City

RANCH LOCATED ON U. S. HWY. 281—29 MI. SOUTH OF WICHITA FALLS



**HCK
MISS
V-PRIDE
NOBILLE
3rd**

Champion Brahman female at Waco and Shreveport, and reserve champion at Dallas.

REGISTERED BRAHMAN FOR SALE

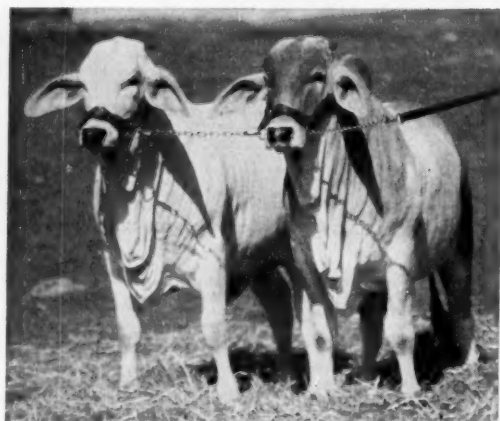
*1953 bulls and heifers that will make
a hit in anyone's show herd.*

*They are truly outstanding . . .
top quality individuals*

WE ARE BREEDING FOR BIG-BONED, BEEF-TYPE,
STRAIGHT-BACKED BRAHMAN

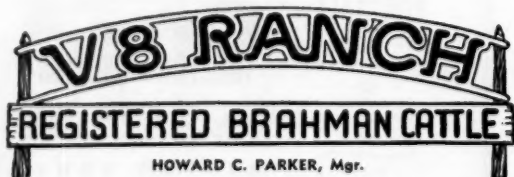
HENRY C. KOONTZ

Inez (Victoria Co.), Texas
Clarence (Snake) Taylor, Herdsman



A Pair of Calves at 10 Months Old

**REGISTERED BRAHMAN
CATTLE FOR SALE**



HOWARD C. PARKER, Mgr.

Ranch located 22 miles S. E. Center, Texas, on State Hwy. No. 87
Office Parker Motor Co., Center

THE CATTLEMAN'S CORRAL

(Continued from Page 14)

MEAT PRODUCTION—More meat will be produced in U. S. in '54 than ever before in history, says American Meat Institute. Indications point to 25 1/2 billion pounds--3 per cent above '53. Highest previous record 25.2 billion pounds in '44.

* * *

PACKERS AND STOCKYARDS ACT REVISED—Revision of P. & S. act by Agriculture Secretary Benson, effective Sept. 1, excludes dealers and packers from membership in Live-stock exchanges; requires packer buyers to register under act; increases minimum bond for registrants from \$2,000 to \$5,000; provides that weights shown on accountings or bills issued by persons subject to act shall be actual weights obtained on stockyard scales at time of sale unless appropriately explained; prohibits auctioneers, weighers and other employees of auction markets having comparable duties from buying livestock from consignments; prohibits dealers and packers from owning, financing or being affiliated with commission firms.

* * *

CATTLE ON FEED—USDA estimates (July 1) cattle on feed eleven Corn Belt states 5 per cent greater than '53. Increase of nearly 200,000 head. Information available indicates 5 per cent increase for country as a whole.

* * *

FARMERS FAVOR WHEAT MARKETING QUOTAS—USDA reports 73.3 per cent of wheat farmers voted in favor of marketing quotas on 1955 crop--26.7 per cent opposed. Preliminary returns show 267,104 votes counted. Since marketing quotas for wheat proclaimed by Secretary Benson June 21, 1955, are effective on approval by two-thirds or more of farmers voting in referendum July 23, marketing quotas will be in effect on wheat during marketing year beginning July 1, 1955. Farmers have voted on marketing quotas three times before--1941 crop 81 per cent favorable, 1942 crop 82.4 per cent favorable and 1954 crop 87.2 per cent favorable.

STETSON IS PART OF THE WEST



the best judge
is experience...
experience says

The Stetson Open Road
—from \$12.95 to \$100.

the Stetson Open Road

There's unmistakable breeding in every line of the Stetson Open Road. It has a fine pedigree as old as the West. The *first* Western was designed by John B. Stetson. The Stetson Open Road—with its neat narrow band and binding—quietly says quality. Try one on...you'll feel the comfort—see its good looks.

OPEN ROAD Price Range

Royal DeLuxe . . . \$12.95	Stetson 25 \$25.00
3X Beaver 15.00	5X Beaver 35.00
Sovereign 20.00	7X Beaver 50.00
Stetson 100 \$100.00	

OTHER STETSON WESTERN STYLES FROM \$12.50 • See your local Stetson dealer

JOHN B. STETSON COMPANY • PHILADELPHIA

★FIRST SON
in the show ring



TR ROYAL ZATO 27th was the first calf by the "88th" and was reserve champion bull at the 1953 American Royal. He is truly a top individual and will be shown by Turner Ranch again this season.

★FIRST SON
in the sale ring



HC ZATO LARRY 25th—A six-month-old son of the "88th" that was top selling calf in the Hillcrest Dispersion for \$21,500.

**PLAN TO ATTEND
OUR FIRST SALE
FEBRUARY 19***

Make a Date with the 88th*



STRAUS-MEDINA



TR ZATO HEIR 88th

E BELIEVE a great herd sire should have a successful record as an individual and of greater importance . . . as a sire of successful cattle. TR Zato Heir 88th (now less than four years old) has achieved the following successes:

As an individual

- Grand Champion Bull—Denver 1953
- Grand Champion Bull—Fort Worth 1953

As a sire

In the Hillcrest Dispersion:

- Top selling bull calf (6 mo. old)
by TR Zato Heir 88th—\$21,500
- Second top selling bull calf (6 mo. old)
by the "88th" at \$13,000
- Third top selling bull calf (6 mo. old)
by the "88th" at \$9,200
- Top selling heifer calf (6 mo. old)
by the "88th" at \$3,975
- 22 sons of the "88th" (all 6 mo. to 1 yr. old)
brought \$70,875 for an average of \$3,222
- 19 daughters of the "88th" (all 6 mo. to 1 yr. old)
brought \$22,000 for an average of \$1,158
- 41 sons and daughters brought \$92,875
for an average of \$2,265
- Sire of first prize steer open division at 1953
American Royal, First prize three steers and
second and third junior steers open division
1954 Fort Worth show.

These accomplishments tell only a part of the story about this great sire. His pedigree tells the rest . . . inherited prepotency . . . His sire, the great TR Zato Heir is making modern Hereford history. On his dam's side, Hereford history was made a few years ago by Hazford Rupert 81st, the million dollar sire. We and you have every reason to expect the very best results from his sons and daughters. You are cordially invited to visit our ranch and look over his many outstanding calves.

The Production Breed

MR Beefmasters

Are Now Recognized
by the U. S. Dept. of Agriculture

Beefmasters, recognized as a new American breed by the USDA in Bulletin 1779, is the only beef breed bred solely for commercial production traits—no effort is wasted on "fancy" traits.

The **MR** Beefmaster herd is one of the largest herds of Beefmasters in existence.

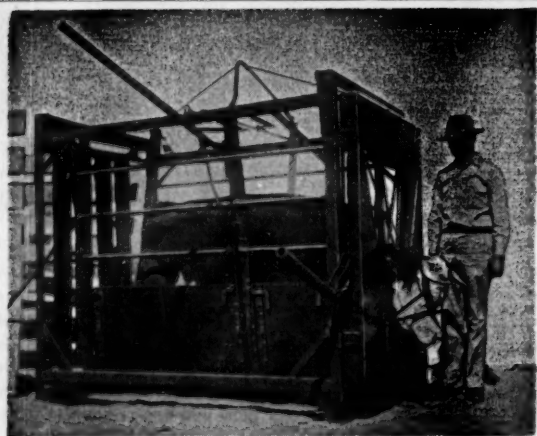
Every animal in our herd is
a purebred **MR** Beefmaster

WRITE TODAY
MILLER RANCH
FALFURRIAS, TEXAS

*"Put them on pasture -
they'll do the rest"*



The chute that's sold
'ROUND THE WORLD



"America's Finest Chute"

Don't be satisfied with any cattle chute until you learn more
about America's finest. Write for free information.

PORTABLE
CATTLE CHUTE MFG. CO.

602 W. UVALDE ST., CRYSTAL CITY, TEXAS

The Cattleman's

WASHINGTON ROUNDUP

By THE CATTLEMAN'S Special Washington Correspondent.

Cattle and Automobile Sales About Equal—Cattle are produced on 4 million farms located in all 48 states, according to Harold F. Breimyer of the Department of Agriculture. Only chickens are raised on a greater number of farms. The cash receipts from cattle and calves in 1953 were 4.9 billion dollars. This was the largest receipt from any single farm product, exceeding receipts from dairy products by 500 million dollars.

According to data from the latest Census of Manufactures (1947), the value of output of the cattle industry is approximately equal to that of automobiles, or of all electrical and machinery appliances, or of all cotton and woolen manufactures.

Benson Fights for Flexible Price Supports—Secretary of Agriculture Benson has insisted that flexible price supports will be needed by the end of this year to make possible a sound agricultural program which will enable farmers to have a high level of income in the future, coupled with freedom from socialistic government controls.

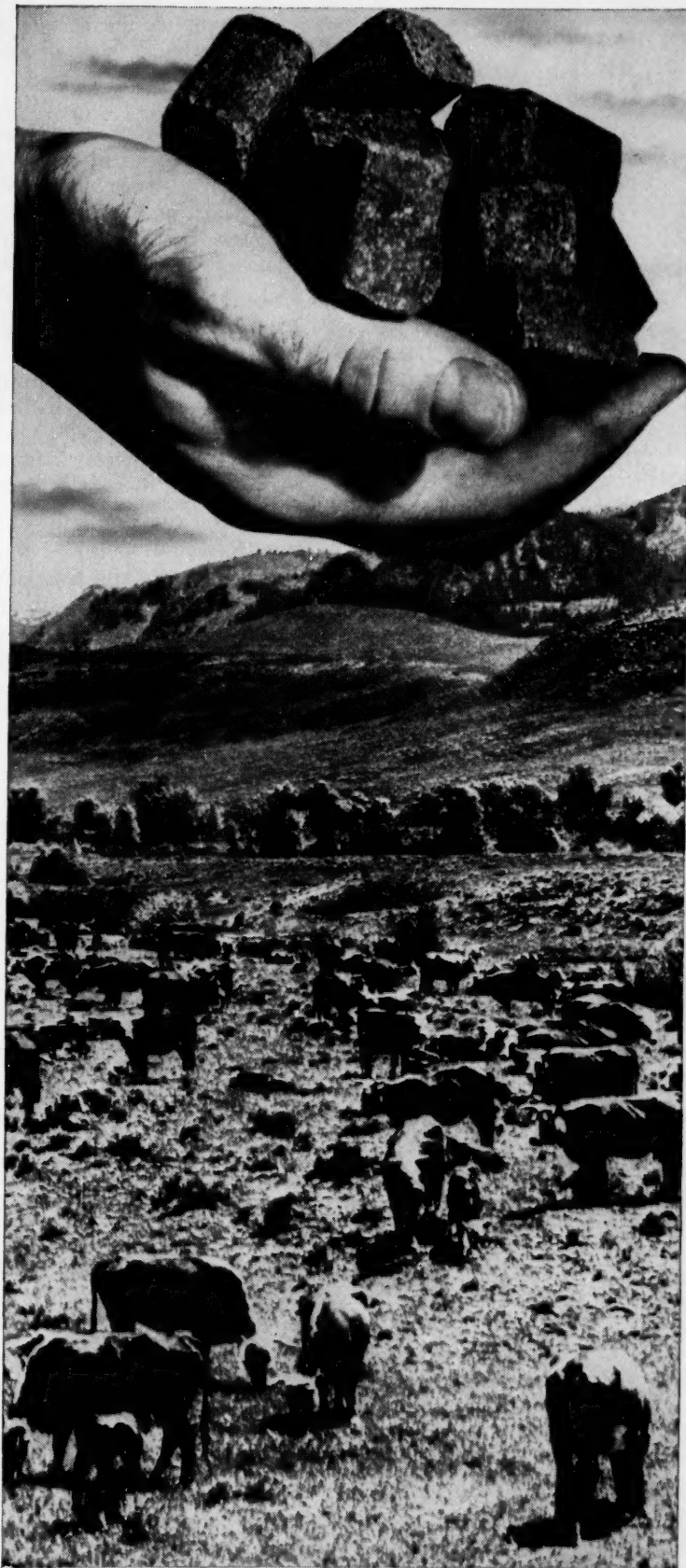
His forthright courage in fighting against rigid political prices has been an inspiration to the American public. His victory in the House has astonished the country and has made it evident that the Senate will also vote for flexible support prices. Mr. Benson's leadership in the direction of free enterprise is indeed refreshing.

Fats and Oils in Livestock Feeds—The Bureau of the Census has just completed a survey indicating that feed manufacturers in the first quarter of 1954 added 31 million pounds of fats and oils to mixed feeds. According to the survey, tallow and grease accounted for most of the fats and oils used for this purpose, but vegetable and fish oils were also used.

The census acknowledged that this first report may contain considerable error. Industry and government officials whose work has made possible the use of fats and oils as a feed ingredient, have estimated that tallow and grease are being used in feeds this year at the rate of 250 million pounds, and may soon reach 700 million pounds annually.

Government Advised Against Beef Price Controls in Next War—Nelson H. Eddy, Director of Sales Coordination for Best Foods, Inc., New York, has been named Deputy Assistant Director for Stabilization in the Office of Defense Mobilization. He is to work on action programs for emergency price, wage and rent controls, rationing and fiscal and credit measures.

ODM's Stabilization Division, under Glenwood J. Sherrard, Boston hotel executive, is preparing a con-



Range ALONE

may be
expensive
cattle feed!

There's no denying that range forage is the cheapest nutrient source for range cattle. But—not properly supplemented—it can become a mighty expensive feed. To help your animals make fullest possible use of range forage—to make that forage "work harder"—you must supply additional proteins, minerals and vitamins to help cattle turn more of your grass into beef.

That's where MoorMan's 45% Range Mintrate Cubes can step into your feeding picture.

1. 45% Mintrate Cubes contain an extra rich blend of proteins — *reinforced with urea*—scientifically combined so each makes up any deficiency the others might have.
2. 45% Mintrate Cubes contain 12 Mineral ingredients—all the minerals range cattle are known to need for body-building and for efficient digestion of feed.
3. 45% Mintrate Cubes contain stepped up Vitamin D—one of the essential growth and health vitamins.
4. 45% Mintrate Cubes contain *no hay, no filler, no grain by-products!*

With MoorMan's Mintrate* Range Cubes you can help your cattle make more beef from the nutrients already present in your grass and other forage. Only $\frac{3}{4}$ lb. to 1 lb. a day per animal is all that's necessary to do the job.

Ask your MoorMan Man to show you samples and quote you prices. If a MoorMan Man is not readily available, write, wire or phone Moorman Mfg. Co., Dept. B4-8, Quincy, Ill., for quotations.

MoorMan's*

(Since 1885)

*Trademark Reg. U. S. Pat. Off.

MAKERS OF PROTEIN AND MINERAL CONCENTRATES FARMERS AND RANCHERS NEED, BUT CANNOT RAISE OR PROCESS ON FARM OR RANCH.



OUR tireless efforts to breed the type of cattle that breeders want are getting results. A visit to the Par-Ker Ranch will convince you.

Again on December 13th you will see a better offering of cattle in our sale, and you will have a choice of the following bloodlines: Zato Heir, Larry Domino, Baca Prince, WHR, Real Silver, and Dandy Domino.



trols program and standby legislation for use in any new national emergency.

Beef industry representatives in a meeting with Mr. Eddy recently, recommended that the government appoint a committee to develop inflation controls for perishable food products which would not include the use of price controls. Meat price controls not only failed to control inflation, but they create confusion and uncertainty in the industry which in the past has been completely demoralizing.

U. S. Becomes Big Exporter of Hides—The United States has become a substantial exporter of cattle hides during the past two years, completely reversing the historical role that prevailed for many years prior to the war and for several years after the war. Exports this year may reach 5 million hides, according to the Department of Commerce. This is more hides than we used to import.

California Plans Livestock and Meat Conference—A two-day conference August 24 and 25, has been scheduled in California for the primary purpose of educating each segment of the livestock and meat industry on the operation of each of the other segments. This important conference, which will be held on the campus of the College of Agriculture, University of California at Davis, will be attended by livestock producers, packers, jobbers, retailers, consumers, labor, sellers of livestock, and transportation services. Secretary Benson is planning to attend the first day and speak to those attending the conference.

Floyd Forbes, president, Western States Meat Packers Association, Inc., said the various segments of the industry will present the story of their part in the overall picture during the first day of the conference. Questions directed by the audience to each segment of the industry will be answered the following morning.

Self Service Stores Expand Rapidly—Self service retail stores in the nation increased from 10 stores in 1944 to 178 in 1948, 2,000 in 1950, 5,400 in 1952 and to an estimated 7,000 this year. They account for about 20 per cent of current meat sales.

Army Instructed to Buy Beef in U. S.—Each year since 1948, an amendment by Senator Pat McCarran of Nevada, has been tacked on to the appropriation bill for the Department of Defense, which requires that all beef and other articles of food and clothing for U. S. troops overseas must be bought in the United States or its possessions. Congress has again accepted this provision for fiscal year 1955. As a result, the armed services will purchase millions of pounds of beef in the U. S. which it would otherwise buy at less cost in foreign countries. Most American producers believe it is reasonable for the government to purchase its requirements in the United States whenever tax dollars are used for payment.

Red Brahman . . .

Tops for Crossbreeding

Tops for Milk Production



FOR SALE: A number of yearling and two-year-old bulls as shown above. Most of them by our senior herd sire, Red Boy, ABBA 8743. They have lots of quality, in good condition and will go at BARGAIN PRICES.

Dr. T. M. Neal

WHARTON, TEXAS

Breeder of Red Brahman since 1920

RIO NEGRO—GAUCHO—ESTRELLA

King of Kings



RIO RED KING 144

Son of Rio Negro—Grandson of Estrella

Our Breeding Aim:

Our Breeding Program features the MAXIMUM AMALGAMATION of those three great Imported Red Brahman Sires—

RIO NEGRO, GAUCHO and ESTRELLA

We are using as Red Herd Bulls only RIO RED KING 144 and six of his Top Sons: CHEROKEE KING 40, CHEROKEE KING 41, CHEROKEE KING 44, CHEROKEE KING 71, CHEROKEE KING 72 and CHEROKEE KING 85.

The 150 females in our Red Foundation Herd include 34 cows sired by GAUCHO and 25 cows sired by RIO NEGRO. All of our females are mated so that the MAXIMUM POSSIBLE BLOOD of all three Imported Red Brahman Sires mentioned above will be transmitted to their progeny.

CHEROKEE RANCH

C. E. YOAKAM, Owner
(Ranch at Cherokee, San Saba County, Texas)
OFFICE ADDRESS:
P. O. Box 152 — San Saba, Texas

King of Kings

RIO NEGRO—GAUCHO—ESTRELLA

FACTORS AFFECTING LIVESTOCK INVESTMENT TRENDS

By JOHN W. STEPHENS

NOTE TO THE READER: The information on this page is assembled and written about the 20th of each month nearly two weeks before you read it. This is necessary in order to meet the publication date. Frequently it is necessary for the author to make estimates of coming events. Sources of information and reasons for statements will be furnished on request. Address your inquiries to *The Cattleman*.

The statements on this page are solely the opinions and views of Mr. Stephens and in no way reflect the views of the editorial staff of *The Cattleman*. Mr. Stephens is an investment counsellor and you may address any inquiries to him in care of *The Cattleman*. If you have any suggestions for information that you think should be on this page send your recommendations to the editor.—The Editor.

TRENDS:

U. S. Farm Products: In spite of increased production and drouth it appears that farmers' income in 1954 will run about 9% below last year and we will still have an increased surplus at the end of the harvest season.

Parity Ratio: Should show a decline as prices received by farmers decline and products purchased by farmers continue to increase in price.

Commodities: Increase in storage space still lags behind cumulating surpluses with the result that we get both speculation and prices lower than support levels.

Cost of Living: Up 1/10 of 1% over last month due primarily to slight increase in retail food prices. Expect the index to equal high of last year - 115.4--(1947-49 equals 100) before the end of this year.

Retail Food Prices: Probably will show a decline in next 60 days as a result of peak production and processing during summer months.

Industrial Production: Holding at 125 (1947-49 equals 100) and will show a slight increase this fall.

Spendable Income: No increase expected until vacation season is over. Savings continue to show a slight increase.

FAVORABLE:

1. Federal Reserve requirements have been lowered as anticipated in this column, which means the base is broadened for the absorption of approximately 11 billion Treasury financing this year and consequent more spending.
2. Corn crop prospect indicates another record breaking year unless drouth spreads to the corn belt.
3. The average industrial hourly wage (\$1.80) buys one-third more round steak than it did in 1951 and consumption per capita has increased in same proportion.
4. Trend in commercial poultry production is showing a smaller rate of increase than earlier this year and probably lower production with higher prices this fall.
5. The new tax bill, when finally passed, will stimulate some business spending.

UNFAVORABLE:

1. Pork production (preliminary figures) indicate about a 12% increase this fall over last year.
2. Drouth has caused increased marketings of range cattle and unfinished animals, and price trend can continue downward until there is government or weather relief.
3. No near term solution to surplus commodity problem by the Administration.

COMMENT:

More markets have disappeared behind the "Iron Curtain" in the past month. Other nations produce competing commodities with a lower cost for labor and a lower standard of living. With high support price levels we are pricing our commodity surplus out of the market. The answer is that we can tax ourselves to buy the surplus and give it away.

YOURS...

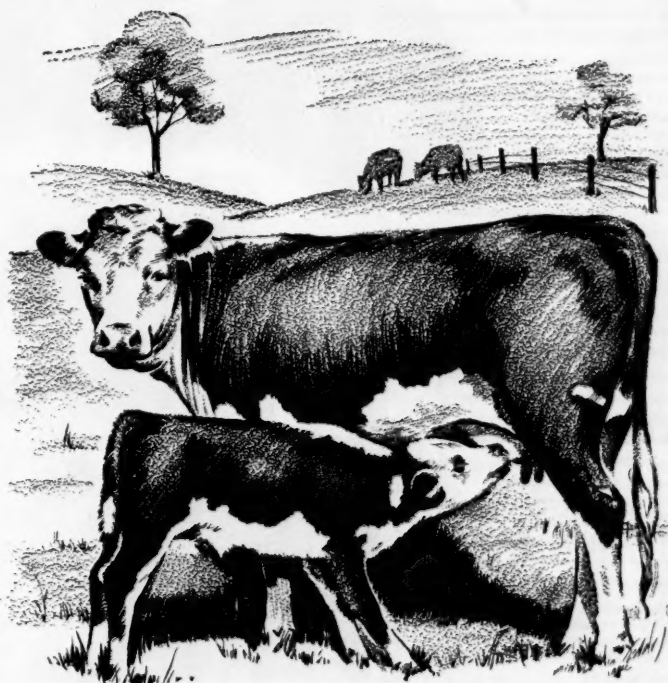
A NUTRITIONAL CHAIN REACTION RESULTING IN BETTER COW CONDITION BY BALANCING ROUGHAGE WITH **LARRO SURECATTLE 32!**

**ONLY A COMPLETE SUPPLEMENT
LIKE SURECATTLE 32 CAN MAKE
THE BALANCED CATTLE RATION
YOU NEED FOR TOP RESULTS!**

When you feed your cows a balanced ration of roughage and SURECATTLE 32, the nutritional chain reaction won't make an explosion, but the end results—bigger calf crop, more milk and huskier calves—can make more money for you.

If you want bigger and better results, you've got to feed a balanced ration. SURECATTLE contains a blend of proteins and minerals plus trace minerals (supplied by Larromin, General Mills' own blend of trace minerals). SURECATTLE is complete, and that's why it balances roughage so well. No simple protein feed gives the results you get with SURECATTLE 32. It's been proven at Larro Research Farm and by hundreds of ranchers who testify to the top conditioning qualities of Larro SURECATTLE 32.

So, if balancing your roughage makes sense to you, let's talk it over. You'll never know what sound cow condition you can build or what really big results you can get until you balance your range or roughage with Larro SURECATTLE 32.



TREAT SCOURS!

Increase vitality and treat scours in calves at the same time! Feed New Larro Antibiotic Mix in SureLift as directed. New Larro SureLift is a palatable, special highly fortified feed-drug mixture containing 200 grams of proven antibiotics per ton. Treat scours with SureLift!

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M LARRY DOMINO
7th

M PROUD MIXER
17th



**MIXER
ROYAL
B 7th**



**ROYAL
MIXER
24th**



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19th**

● Producing better Herefords each year has always been uppermost in our program. We feel we are accomplishing this goal through the use of top sires such as the real building blocks shown here.

We would be pleased to have you drop by the ranch, located just west of Rhome, and see the prospects we have—we believe you will like what you see.

Look for our cattle in the shows and sales this fall.

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One or more of our herd-bull
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DIRECTIONS: *JR Zato Heir*
Use as liberal infusion to im-
prove your Herefords.

Congratulations
Chas. Neblett, Jr., Stephenville, Texas, on the good herd bull prospect he
bought from us—

SIGNED: *J. D. Young*

"BEEF TESTED"

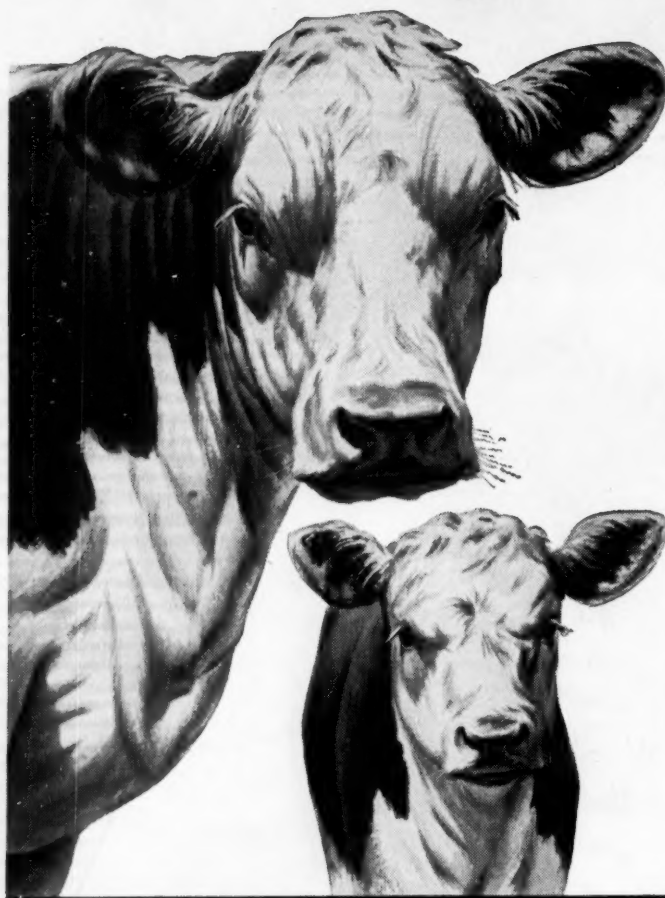


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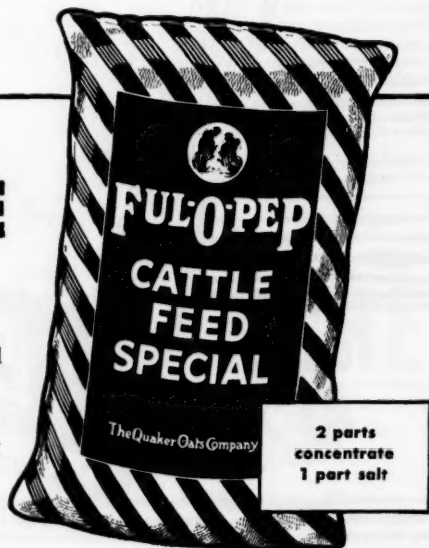
SAVES TIME & TROUBLE

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Ranchers in Texas, Florida, Colorado, California and several other states have had excellent results with Ful-O-Pep Cattle Feed Special . . . report 94% to 98% calf crops, even with first-calf heifers.

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Why not try this *efficient, easy and economical* method of wintering range cattle? Self-feed Ful-O-Pep Cattle Feed Special.



A Monument to Herefords

New Headquarters of American Hereford Association in Kansas City a Tribute to Faith of Pioneers Who Overcame Obstacles to Promote This Beef Breed.

THIS monument erected as a tribute to the faith of the pioneers and the determination of the men who have carried on to establish the Hereford breed as leader in the beef cattle world. Dedicated October 16, 1953, by Dwight D. Eisenhower, President of the United States."

The above inscription, sandblasted into the base of the ninety-foot granite pylon in front of the new headquarters home of the American Hereford Association,

was unveiled by President Eisenhower at dedication rites last October. It will stand through the years as a well deserved tribute to the men who made it possible for the Hereford to overcome early obstacles in America and advance to the predominant position among beef breeds in the nation.

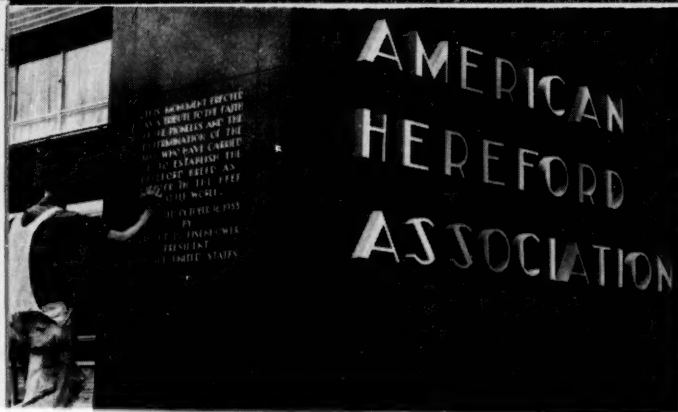
Our plans are to take you through a pictorial tour of this new office. However, first take a look at some background material on the American Here-

ford Association. During the month of June in Chicago, Ill., in the year 1881, a group of Hereford enthusiasts formed the Association and dedicated it to the promotion and registration of purebred Hereford cattle. From that day hence the growth of Herefords and their Association has become a legend in the beef cattle industry, and the building we are about to tour is another milestone in the annals of the Hereford industry.



Above are the men selected by members of the Association to guide its work and various programs. Left to right: Paul Swaffar, Assistant Secretary; Jack Turner, Secretary; Albert K. Mitchell, Board of Directors; J. H. Cunningham, Vice-President; Roy R. Largent, Board of Directors; J. Douglas Gay, President; Walter M. Lewis, Board of Directors; Herbert Chandler, Board of Directors; Oliver M. Wallop, Board of Directors; Dale Carithers, Board of Directors, and Earl Monahan, Board of Directors.

At left is the plaque, which was dedicated by President Eisenhower, receiving its finishing touches after being placed on the 97 foot pylon. It is on top of this pylon that the huge plastic Hereford bull will be placed, as a landmark for the central United States.





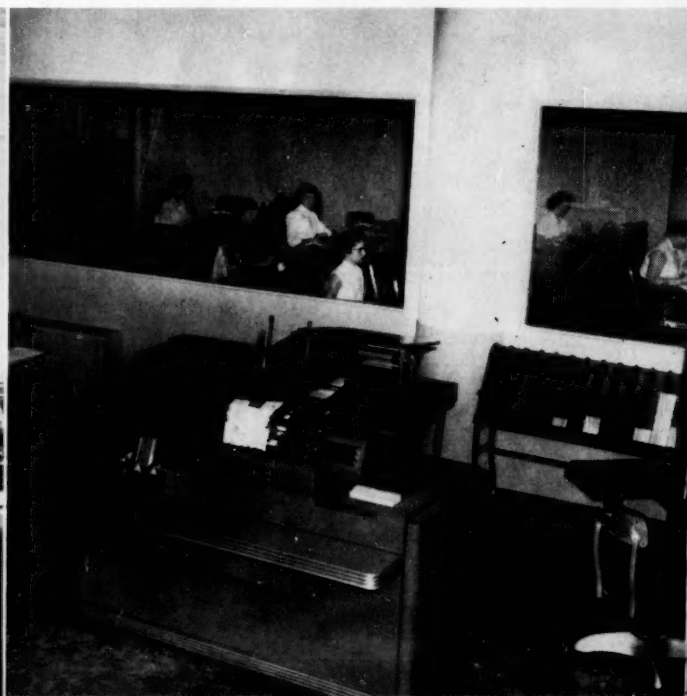
After mounting the gracefully curved steps in front of the building, we enter the spacious well-furnished lobby shown above. Top grain cow-hide furniture, the generous use of glass and a black terrazzo floor highlight this most comfortable room.

On our left as we pass through the office are the Correspondence and Accounting departments shown below. The Accounting Department handles the personal accounts of every registered Hereford breeder in the nation, amounting to approximately 1,200 different breeders each day. Acknowledgment forms are sent to breeders from this department when his work is received. Work which has been questioned is sent to the Correspondence Department. This department write letters to the breeders requesting information. An average of 200 form letters a day are sent out by this department requesting additional information.



In the main work area is the mail and fee department. At each work desk in this department is a circular file containing panels on which are listed the names and addresses and membership status of each of the more than 70,000 Hereford breeders throughout the nation.

Enclosed in a soundproof room at one corner of the floor is the IBM Department. An average of 216,515 cards go through these machines each day. The cards are the key to a calf's registration. His sire, dam, calving date, registration number and name are punched in the card and they are sorted for filing. Approximately 13,658 cards are punched each day and checked for accuracy. American Hereford certificates of registration issued by the machine in the foreground exceed 2,200 per day. At the same time certificates are issued a herd record is printed. During the past year 45,900 pages of herd records were printed.





At the east end of the work area the Records Department is located. Contained within this department on this floor, there are individual records for four and one-half million Herefords and the records on eight million are available. Within a recent month an average of 3,146 applications for registration were cleared for eligibility each day. During that same month, an average of 1,553 transferred certificates were recorded daily with the Association in the new owner's name.



The Microfilm Department is also located on this floor. Approximately eighty reels of film per month are used by this department in microfilming the important records and correspondence of the Association. One reel ordinarily has from 3,000 to 5,000 pictures on it, varying with the size of the documents filmed. These are then filed in special humidified cabinets and are available to either breeders or the Association at any time a photostatic copy is needed.

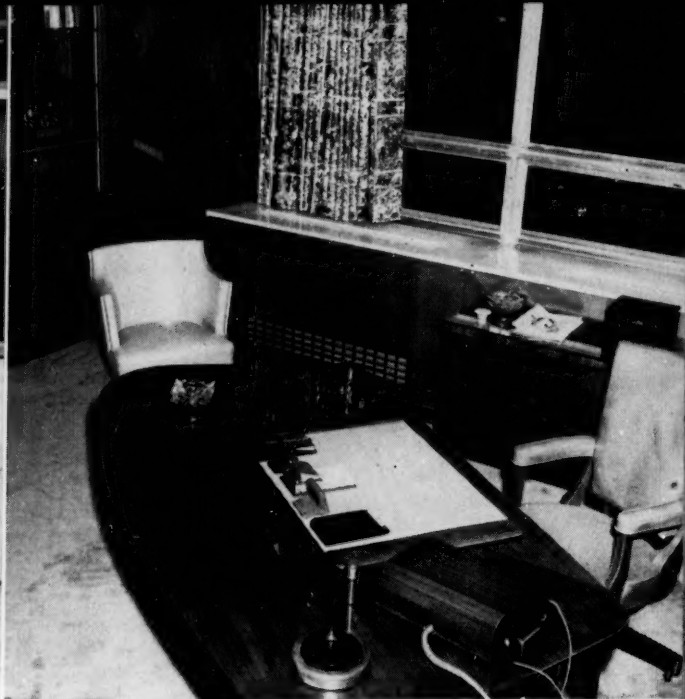
Next to the Microfilm Department, and completing our tour of this floor, is the File Department. This file is maintained for general use of all departments and contains approximately 35,000 files.

The first floor of the building is taken up with storage rooms and the cafeteria shown below. This room will seat up to 500 persons for one meal. The noon meal of Association employees is served here each day.





On the third level of the new headquarters are located the various offices, an assembly room and the historical room. Shown above is the lobby for this floor.



Here is the office of Jack Turner, Secretary. From these windows one may look across the railways to the stockyards to the west. From another window we can see the confluence of the Kaw and Missouri Rivers and the great industrial district.



As we leave this imposing structure and travel down Hereford Drive, if we turn around, we will see this magnificent view of this great tribute to the Hereford breed and the men who are a part of this great industry.



Typical of the excellent quality cow herds that have taken the place of part of the transit steers on Osage pastures is this Hereford herd owned by Gene Mullendore.

Osage County Cattlemen Meet

Osage County, Oklahoma, Rich in Highly Productive Bluestem Grass, Has a Quarter Million Cattle Grazing on Lush Pastures and Is Famous for Summering Steers for the Grass Fat Market

PAWHUSKA, the cattle capital of Oklahoma, was host city to several hundred members and guests of the Osage County Cattlemen's Association who met June 25-26 for their 20th annual convention and ranch tour to take another look at some of the best grass and cattle to be found anywhere in the United States.

Osage County is famous for its bluestem pasture and the thousands of steers that annually summer on lush pasture before they find their way to market or into the hands of Corn Belt feeders. In years past Osage county land owners summered as many as a quarter million transit cattle for cattlemen mostly from Texas and Oklahoma. This year there are between 60,000 and 70,000 transit cattle on Osage pasture, most of which are steers from yearlings to past three-year-olds.

The decrease in numbers of transit cattle does not represent a decline of activity in the beef cattle industry of

Left to right: A. A. Sewell, Osage County agricultural agent; Jack B. Walker, president of the Osage County Cattlemen's Assn., and Fred Craddock of Pawhuska.





H. G. Barnard, left, and Clyde Lowery and part of the Chapman and Barnard steers on Osage pasture.



Don Finley, Cedarvale, Kan. rancher, left; Emmett J. Dignan, United States Bank & Trust Co., Denver and Russell Center, livestock broker from San Antonio, Texas.



Hereford heifers owned by Lincoln Robinson were seen on the tour.



Glen Bratcher, left, head of the Animal Husbandry Dept., Oklahoma A & M College, talks with Edmund T. Kennedy of Pawhuska, secretary of the Osage County Cattlemen's Association.



Yearling steers owned by J. B. Smith getting fat on lush Bluestem pasture.



From left to right: Tom Collins, City National Bank and Trust Co., Kansas City, Mo.; Randall J. Jones, Oklahoma A & M, Stillwater; Fred A. Drummond, Pawhuska, and George B. Smith, Fairfax, Okla. rancher.

Osage county. It does mean that in recent years landowners have gone into the cow and calf business and now have less room for transit cattle on their ranges. The county now has 90,000 mother cows compared to a few hundred head 20 years ago. Many Osage ranchers who once summered steers for other ranchers now use a large part of their grass for their own cow herd, keeping the steer calves until they are yearlings up to three's and sending them directly to market as grass fat cattle.

Many cattlemen in the Osage say the grass has never been better than it is this summer. Others can recall better conditions but admit that their grass is in excellent shape.

The USDA Agricultural Marketing Service reports officially that the Osage pastures received only a few less cattle this spring than a year earlier. Pastures are about fully stocked with a larger proportion of cows, calves and yearlings and fewer aged steers than in past years. The condition of pastures is reported as of June 1 as being 96 per cent, compared with 89 per cent last year and the ten year average of 94 per cent.

As in the past the annual convention of the Osage County Cattlemen's Association was entertaining and educational to visitors and members alike. Hundreds of cars lined up to tour five different ranches and see cattle grazing on green bluestem pastures that can carry a lot of cattle and still maintain their productivity. In addition to the tour a program featuring speeches by leaders in the beef cattle industry was held and presided over by association president Jack B. Walker of Pawhuska. Ranchers and others representing all segments of the beef cattle industry in Texas, Oklahoma, Kansas and elsewhere attended the event.

Emmett J. Dignan, vice president and manager of the livestock loan department of the United States National Bank of Denver, Colorado, said for the number of square miles represented the Osage country was the best cattle producing area in the United States. Other visitors were equally high in their praise of the Bluestem pastures.

Cattle herds seen on the tour were cows and calves owned by Gene Mullendore, three-year-old steers owned by Chapman and Barnard, two-year-old heifers owned by Lincoln Robinson, yearling heifers owned by Ralph Barton and yearling steers owned by J. B. Smith. All of the cattle seen were of the Hereford breed, which is predominant in numbers in Osage county. There are other breeds of cattle in the county, including crossbred steers with some Brahman blood from the South Texas country.

Cost of summering cattle on Osage pasture has gone down since cattle prices have dropped. Pasture is leased for a six-month period from April 15 to October 15. Costs for six months grazing is \$20 for aged steers, \$15 for yearlings and \$22.50 to \$25 for cows and calves. When cattle prices were higher, pasture for a cow and calf went up to \$35, \$25 for big steers and \$20 for yearlings.

Osage county had two years of drouth but cattle population did not drop off

to any large extent during that time. Spring rains this year put the country back into excellent condition, although cattle arrived a little later than usual.

There are almost one and a half million acres of rolling hills covered with bluestem grass in Osage county. The grass is mainly big and little bluestem that is exceptionally high in nutritive value. Big steers gain as much as 350 pounds on summer pasture and attain a high grass finish for the slaughter market each fall. Younger cattle come off the grass ready for the feedlot. Blackland, 15 miles northwest of Pawhuska on the Midland Valley Railway, is said to be the largest shipping point of grass cattle in the United States.

There are 1,917 farms in Osage county averaging 692 acres in size with a total valuation of \$41 million. The annual farm income totals more than \$15 million, of which 84 per cent comes from the sale of livestock. Most cattlemen operate on a large scale running from 500 to 5,000 head of cattle and a few outfits, such as Chapman and Barnard, handle up to 20,000 steers at a time.

Estimates are that 75 per cent of the calves to be marketed for fall delivery from the Osage area have been contracted to buyers. Most of these were contracted by dealers with a few going to feeders. Prices were 18 cents for heifers, 20 cents for steer calves and with some calves selling at 18 and 21 cents. Older steers have been contracted for 16 to 21 cents, depending on quality but as a general rule have been in less demand than calves.

The convention and tour ended with a barbecue at the K. S. Adams Ranch. At a meeting preceding the convention, Fred Drummond was elected president of the association. He succeeds Jack Walker. Other officers elected include Wayland Smith, who replaces Drummond as first vice-president; Dude Labadie, second vice-president replacing Thad Holcombe. Edmund Kennedy was re-elected secretary-treasurer.

Another interesting report given at the program preceding the tour was the presentation by Dr. L. E. Hawkins, director of the Oklahoma Agricultural Experiment Station. Dr. Hawkins said anaplasmosis, blood cancer scourge of the cattle business which costs the livestock industry 100 million annually, may soon be completely stamped out. Research on the disease has been carried on at the experiment station near Pawhuska since 1946. A fixation test has been developed and by the use of this test researchers can, with a high degree of accuracy, detect the carrier animals of the disease. Once the carriers have been found they can then be removed from the pastures and herds, thus reducing further infection of animals, Dr. Hawkins said. This advance in the long war against anaplasmosis has been accomplished through the use of such antibiotics as terramycin, aureomycin and others. The disease seems to be more prevalent among animals from the coastal areas. Research work was begun in 1946 with the purchase of 910 acres of land near Pawhuska designated specifically for the work on the disease.

Jack Hull, left and C. E. Hodges, with the Texas and Southwestern Cattle Raisers Association, ride herd on some Chapman and Barnard steers.



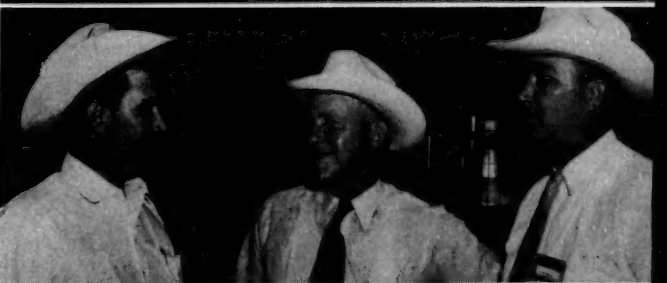
Raymond Pope, Vinita, left; C. M. Burkdoll of Pawnee and Jack J. Hull of Pawhuska, field inspector for the Texas and Southwestern Cattle Raisers Association.



E. C. Mullendore, left, and Herschel Cook, foreman of the Mullendore Ranch.



Left to right: Fred Craddock, Pawhuska; Ernest Duke, assistant secretary Texas and Southwestern Cattle Raisers Assn., Fort Worth and Wayland Smith of Pawhuska.



Hereford yearling heifers owned by Ralph Barton.



Their Secret to Better Herefords



**J. A. Matthews Ranch Company Adheres to Strict Program of Selecting Only Top Individuals for Their Breeding Herd—
Quality Pays Off in Long Run**



By ROGER B. LETZ

A LONG the Clear Fork of the Brazos River in Shackelford and Throckmorton counties of West Texas lies a 50,000-acre spread that rates among the best of the larger commercial cow outfits of the Southwest.

It's the J. A. Matthews Ranch Company, a ranch owned by five sisters and two brothers whose grandparents were among the very first settlers who pursued the ranching business in that part of the country.

The company is managed by the two brothers, Joe and Watt Matthews, who are well known in ranching circles as practical cowmen that have the desire and ability to breed up one of the best herds of commercial Hereford cattle in the United States. The Matthews brothers are carrying on the breeding work of their father, J. A. Matthews, who began to build up a good herd of Here-

ford cattle during the latter part of his life.

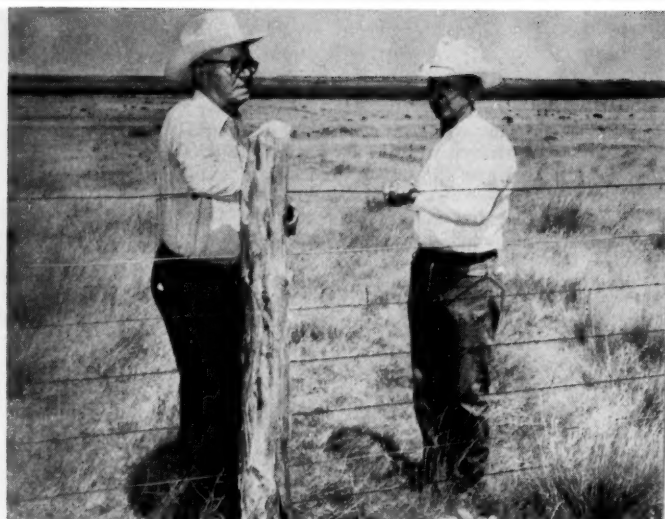
Joe B. Matthews, grandfather of Joe and Watt, came to the Clear Fork country from East Texas in 1858. He previously lived in Louisiana and was raised in Alabama. He came to Texas and ran cattle on the open range in a country that was unsettled except for Indians that often were unfriendly and made the ranching business extremely dangerous. John A. Matthews, son of Joe B. and father of Watt and Joe, was born in Louisiana in 1853 and came to West Texas with his parents in 1858. He spent all of his life in the Clear Fork Country and acquired the land and cattle that make up the J. A. Matthews Ranch Company now owned by his children. He married Sallie Reynolds in 1876, daughter of another pioneer Clear Fork ranching family. Sallie Reynolds Matthews later wrote a book entitled, "Inter-

woven" which presented the history of the Matthews and Reynolds families.

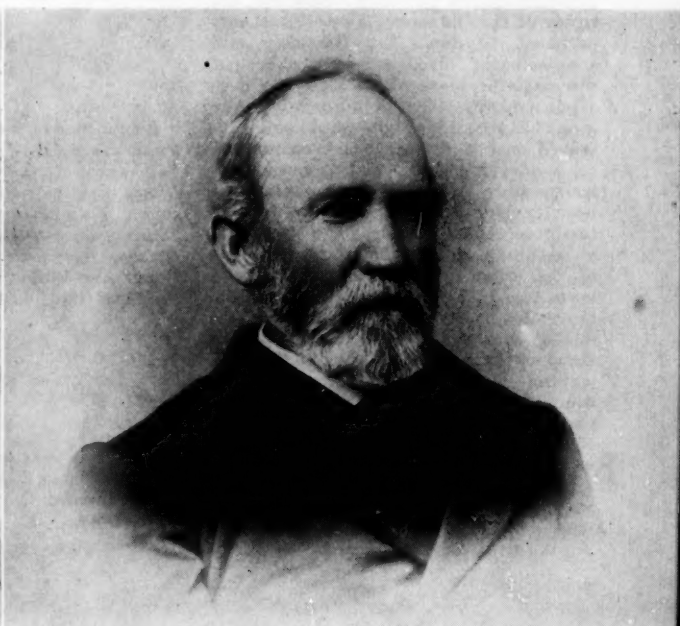
J. A. Matthews operated on a rather large scale and in the days before the range was fenced, moved cattle for G. T. Reynolds to such places as Colorado for wintering and on to Nevada from there. He ran cattle in North Dakota at one time and was typical of the cowmen who moved their cattle long distances to market before rail transportation came to the Southwest. For a time he was in partnership with G. T. and W. D. Reynolds. He ran Shorthorn cattle, or Durhams as they were then called, in the early 1900's. After the Hereford became more popular and as breeding stock became available, J. A. Matthews bought Hereford bulls to put on Shorthorn cows and along about 1915 changed over to Herefords entirely through the continued use of Hereford sires on his cows. He died in 1941 at the

Mr. and Mrs. J. A. Matthews, mother and father of the present Matthews generation.

Joe B. Matthews, father of J. A. Matthews, came to the Clear Fork in 1858.



Joe, left, and Watt Matthews check pastures that were helped by spring rains that came after an extended drouth.



age of 88. Mrs. Matthews died in 1938.

During the later years of his life J. A. Matthews began to concentrate on a program of improving the quality of his Herefords by using better bulls and culling females that did not meet the requirements of a good breeding animal. Watt and Joe Matthews, following their father's example, have adopted and perfected a constructive breeding program from which they hope to produce one of the best herds of commercial Hereford cattle to be found anywhere in the United States.

In working toward this goal they follow one rule and that is simply to breed the best bulls to the best cows, which over a period of years, will result in a cow herd that gets better every time a new calf hits the ground. To follow this rule it is necessary to practice a very strict culling program that eliminates cows failing to produce good results and to select only the top end of their heifers for replacement purposes. Since taking over active management of the ranch the Matthews brothers have never bought a cow. With the exception of a limited number of heifers bought from Merrick Davis some ten years ago they have produced all of their own female replacements. Their cow herd now numbers 1,700.

During the boom days of the cattle business in the late 40's and early 50's the Matthews Company kept their best cattle instead of selling them at a big profit. When the cattle boom was on quality cattle did not bring a lot more money than some of the plainer kinds. But the Matthews thinking was that quality would pay off in the long run and since they had spent years in building up a herd of good stock they decided not to take the price advantage of selling during times of inflated prices. The result has been that now, since cattle prices have gone down considerably, they can demand a premium for the cattle they sell because quality cattle are more in demand.

One thing the Matthews brothers are sure of is that it pays to buy good bulls when you are trying to improve the quality of a commercial cow outfit. Previous to 1950 bulls were bought from G. P. Mitcham, J. S. Bridwell and Jno. F. Sedwick. Since 1950 they have bought all of their bulls from the CK Ranch at Brookville, Kansas. This well known Hereford breeding establishment has produced large quantities of top quality Hereford sires. Among their winnings at the shows is champion carload of bulls at Denver in 1951-52-53. The Matthews brothers bought bulls that had been set aside by the CK Ranch for possible entry in the Denver bull show. Although bulls of this high quality are expensive as far as the original price is concerned, they consider them a good investment in their herd improvement breeding program.

The Matthews outfit sells yearlings instead of calves. They turn out their bulls in February and the cows calve in December. (Continued on Page 62)

Cowboys with the J. A. Matthews Ranch Company.



Spraying cattle to control flies is a management practice that pays off for the Matthews Ranch.



Watt Matthews brands a calf on a branding table that helps men work as many as two calves per minute.



Part of the Matthews cow herd. These cattle have never been fed because it is a practice of the ranch to not feed anything but bulls.



Replacement heifers that will soon be ready for the cow herd.



This bull and replacement females are typical of the excellent quality commercial Hereford cattle being bred on the Matthews Ranch.



Cows and calves coming out of a pasture to the working pens.



Hobart Reports on Agricultural Trade Mission to Asia

**Texas Cattleman and Rancher Believes Trade
Between Asiatic Countries and U. S. May
Be Answer to Peaceful Relations—
Frowns On Give-Away Deals**

By FRED A. HOBART



(Editor's Note—Fred A. Hobart, a director of the Texas and Southwestern Cattle Raisers Association, was a member of the Agricultural Trade Mission to Asia in April-May of this year. Hobart, a rancher from Pampa, Texas, represented the American National Cattlemen's Association on the trip and has made the following report to The Cattleman about the agricultural trade possibilities of several Asian countries.)

I AM reporting as a member of the Agricultural Foreign Trade Mission to Asia on which I represented the American National Cattlemen's Association. In every country we met first with our Embassy or Consulate officials, then with the FOA officials, next with the native government officials and then split up to meet with local business men interested in our particular commodity. There were ten of us on this mission interested in various commodities.

Our first stop was Karachi, Pakistan. The Pakistani were very friendly to our group and apparently like Americans very much. Their chief export is jute. The United States has bought a good deal of it in the past and is still buying it, but when the price got too high we invented paper containers that took the place of a lot of jute. They would like to buy a good many things from us, dairy products in the form of dried skim milk, ghee (a chemical compound made from butter used in cooking), fats and oils, and canned beef. While in Karachi, I was introduced to Saudi Arabian business man who handles a tremendous amount of merchandise over the Near East and also the Far East. He was interested in our canned beef, and especially our canned beef and gravy, probably with the idea of selling it to Americans and Europeans in that country, for I think most of the Arabians eat only mutton. The interesting thing about doing business with Saudi Arabia is that they are probably the only country in all of Asia that has dollars, and they have plenty of them. This man told me that if I would send him some samples of this canned beef and gravy, he would

see that it got in the proper hands, and if they liked the taste of it they would buy a lot of it. I have asked the USDA through Harry Reed in the Livestock Division to send a case to each of three addresses this man gave me in Arabia.

Getting back to Pakistan, the trouble is that they do not have any dollars and their rupees are good only in Pakistan. This currency trouble is perhaps the chief obstacle to trade in all the Asiatic countries—that and the price of the commodity. If the Harrison bill now before Congress passes, it might help the currency situation a lot by allowing us to use the local currency of the country in payment of our commodities, and use the local currency for U. S. military and personnel operations in that country, or for a loan to the country itself for industry or agriculture. The loan idea seems a little shaky to me, as I have noticed we seldom get our money back from these foreign loans. As I understood it before we left Washington, the purpose of this mission was to try to discover methods of increasing our foreign trade, exports and imports, and to get away from any more giveaway deals.

The next country we visited was India. The Indian people impressed me as being a very proud, fiercely independent race, and not too friendly to us. They were courteous to us, but it seemed to me they preferred to deal with the British. Whenever possible I tried to meet the native business men of each country and talk business with them. One Indian told me that they understood the British but that they didn't know us very well. I think India was the only country we visited in Asia where there was any actual famine. We didn't see any starving

people, but there undoubtedly are thousands without enough to eat. Their main agricultural products are rice, cotton, tea and jute. They do not raise enough rice, however, for their own needs and have to import this product from Burma and Siam. We buy a good many spices from them; also fine textiles, tapestries and rugs. They want import duties lowered on these things. Of course, all countries want tariffs and import duties lowered on their exports to us, but actually these are not the main obstacles of trade with us. The main obstacles, as I have mentioned before, are price and currency. India has a very large wheat crop this year—probably their record crop—but still wishes to import wheat from us at a price. The Indian Minister of Finance, Sir C. O. Deshmukh, who is one of the smartest men and sharpest traders, in my opinion, that we met on the entire trip, let us know that any wheat they bought from us would be at a substantially lower price than we had in mind. They do not want us to give them anything, or at least that is what they say, and are afraid we will dump a lot of surplus on them and ruin their agricultural economy, but at the same time they are plenty sharp about the price they will pay.

India needs and wants a lot of dried skim milk from us and some ghee, maize, and lots of fertilizer. Beef, of course, is out of the picture. They don't believe in beef. Fish and rice and curry make up the bulk of their diet.

Next stop was Siam or Thailand, which is a rich, productive land and the people seem happy. They have little money, but

(Continued on Page 63)



Fred A. Hobart



Cattle at the Pumphrey Ranch, Old Glory.—Photos by Frank Reeves.

West Texas Proud of Its Herefords

Some of the Best Whiteface Cattle in State Inspected on Two-Day Tour During Which 16 Breeding Establishments Were Visited

By FRANK REEVES

THE West Texas Hereford Association two-day tour June 24-25 that started near Seymour and ended at Comanche was more than just a tour. It provided an opportunity for a closeup look at what the association and its members are doing.

This association has a record of achievements for which it can feel proud. It was organized to promote fellowship and understanding among its members and to encourage the production of more and better Hereford cattle. No one can recall an instance where it has deviated from this worthwhile two-prong objective.

It was organized as a regional association but in some respects it is much more. It has never entertained the idea of supplanting or taking over the work of any other organization. It cooperates to the fullest with other regional associations, the Texas Hereford Association and the American Hereford Association. Its members come from all sections of Texas and some of them live in neighboring states. It is thought to have more members than any similar association and it is probably one of the oldest of its kind in Texas.

There had been some concern about the advisability of having a tour so soon after a period of unfavorable weather conditions and a nation-wide lowering of cattle prices. The membership was canvassed and the members gave the officials the go-ahead signal.

Herds of 16 different breeders were inspected during the two-day tour. Without exception the cattle were in excellent condition. The owners cooperated by having cattle where they could be inspected in a minimum amount of time and under

Henry Elder, Fort Worth, secretary of the Texas Hereford Association; W. G. Largent, Merkel, and Ted Alexander, Canadian, president of the Texas Hereford Association.



Gail Dudley, of the firm of Dudley Bros., Comanche, who was tour chairman and Henry Arledge, Seymour.



Hugh Campbell, Ballinger, Lee Atkinson, Throckmorton, president of the West Texas Hereford Association and Sidney Winchester, Munday.





Cattle on the SMS Ranch Flat Top Ranch, Stamford.



Cattle on the Arledge Ranch, Seymour.



Abney McInnis and Claude McInnis, sons of John McInnis (right) of the Cox & McInnis Ranch, Byrds.



Mr. and Mrs. Earl Guitar and their son, Phil, of Abilene.



J. D. Jefferies, Abilene; W. W. Wright, Fort Worth, field man for the American Hereford Association, and George Kleier of The Cattleman.



H. A. Fitzhugh, manager of the Straus Medina Hereford Ranch, San Antonio; Ed Cumbie, Bronte, and James Grote, manager of Thornton Hereford Ranch, Boerne.

John Will Vance, Coleman; Clyde Marley, Roswell, N. M.; Mrs. John W. Vance and Mrs. Carl Sheffield, Brookessmith.



favorable conditions. There was one regret that was shared alike by visitors and owners; they would have liked to have stayed longer at each place for more visiting and looking.

What did the visitors see? They saw Hereford royalty, Herefords at home in their every day working clothes—frisky calves, matronly cows and majestic bulls. It would be difficult to imagine a more appropriate locale than Herefords on a Texas ranch, because Texas has approximately one-tenth of the cattle in the United States and registers many more Herefords than any other state.

It would be difficult to plan an easy two-day tour where you could see so many Hereford herds using Register of Merit sires. This list included C. W. Prince Domino 21st, whose get has accumulated more Register of Merit points for him than any Hereford bull living or dead. He is owned jointly by Roy and W. J. Largent, Merkel. One of the stops was the Griffin ranch near Lawn that produced the club steers that were grand champion and reserve grand champion at the 1953 American Royal Livestock Show at Kansas City. It can be said that the Register of Merit sires seen were Texas bred as well as Texas owned.

Some of the herds owned by the members of the West Texas Hereford Association each year supply plenty of competition in the nation's major shows.

The West Texas Hereford Association from the very first has sponsored sales and shows, and has established itself with cattlemen over a wide area as a place where quality cattle can be found. The officials of the association have shown an interest in owners of good herds of commercial cattle, and have introduced classes for pens of registered bulls to be shown and sold at the annual auction.

Walter Barret, Comanche; Mrs. Ted Alexander, Canadian; Mrs. Lee Atkinson, Throckmorton, and Mrs. Henry Arledge, Seymour.





Cattle at Earl Guitart's Hardy Grissom Ranch, Abilene



Cattle on the W. J. Largent & Son Ranch, Merkel.

There was some discussion during the tour about the possibility of having a two-day tour next year and spend one day visiting commercial herds of Herefords and the next day visiting registered herds of Herefords to gain a better understanding of mutual problems.

A number of people spent the night in Seymour so as to be on hand for the start at the Arledge Ranch at 8 a. m. Charles Neblett Jr. and his son, Charles Neblett III, left their home in Stephenville the morning of the first day and drove 170 miles and were among the first to arrive at the Arledge Ranch. An average of about 40 cars were on the two-day tour.

Ted Alexander, Canadian, president of the Texas Hereford Association and Mrs. Alexander, and Henry Elder, Fort Worth, secretary of the Texas Hereford Association, and Mrs. Elder, and several representatives of the livestock publications and newspapers joined in the tour.

Lee C. Atkinson, Throckmorton, president of the West Texas Hereford Association, and Mrs. Atkinson made the entire round. He is serving his second term as president. Other officers of the association include Dorothea Griffin, Lawn, vice president; Mrs. Rupert Harkrider, Abilene, secretary, and Roscoe Blankenship, Abilene, assistant secretary.

A mention of the achievements of the West Texas Hereford Association would be incomplete without noting the work Mrs. Harkrider has done. She has served as secretary of the association since it was organized. All she has ever gotten out of it is the satisfaction of knowing that she has built up a big association and has worked to promote Herefords. Wherever she went she was looking for members. Much to the disappointment

(Continued on Page 56)

Roscoe Blankenship, Abilene, assistant secretary of the West Texas Hereford Association and Mrs. Blankenship. They were on the entertainment committee.



Mr. and Mrs. Jay Pumphrey and Mr. and Mrs. J. B. Pumphrey, Old Glory.



Otto F. Jones, manager of the Spade Ranch, Colorado City, and W. G. Swenson, manager of the SMS Ranch, Stamford.



Walter Britten, College Station, Texas. Right, Mr. and Mrs. Paul Calliham, Conway.



Mr. and Mrs. J. L. Frazer, Lampasas.

Charles Neblett III and his father, Charles Neblett Jr., Stephenville.

Mr. and Mrs. Paul Turner, Sweetwater.



Texan Operates a Beef Factory



T Cross Cattle Company, Owned by E. George Luckey, Feeds Around 18,000 Cattle a Year on Feedlot West of San Antonio—Gets Three Cuttings of Hegari and Atlas Sorgo From 800-Acre Irrigated Farm



E. George Luckey, owner of T Cross Cattle Company, stands in head-high hegari which will produce 20 to 30 tons of silage per acre with three cuttings.

THE T Cross Cattle Company, a privately owned feedlot just west of San Antonio, has recently begun large-scale feeding operations in Bexar County, Texas, and cattle finished on locally grown feed are now finding their way into the markets of the Alamo City and other Texas urban centers.

Bexar county, like most other parts of Texas, produces large numbers of top quality feeder calves that eventually find their way into the feedlots of northern feeders. After the cattle are finished in the Corn Belt they go to market and this better quality finished beef must then be shipped back to the larger cities of Texas, where there is a growing demand for finished beef.

The T Cross Cattle Company is owned and operated by E. George Luckey, an experienced feeder who is convinced, as many others are, that cattle produced in Bexar and surrounding counties can also be finished at the same place for the local market.

Luckey started feeding cattle in Bexar county in 1950 and has built up his op-

erations to handle 6,000 on full feed at one time. He keeps his feedlot full of cattle the year round and as some are ready for market he buys more in order to keep 6,000 head on feed at all times. Assuming that cattle are fed for an average of 120 days the T Cross Cattle Company would supply 18,000 head of finished cattle to packer buyers in San Antonio and other Texas cities each year.

Most all of the cattle in the Luckey feedlot are bought from ranchers within a hundred-mile radius of San Antonio. They are fed from three to six months and marketed when they grade good or choice. No effort is made to feed prime cattle. Thus the larger percentage of the cattle are raised, fed, sold, processed and consumed in Bexar county. The feedlot and farming operations of the company employ 38 persons, as much labor as would ordinarily be required for a small industry.

Luckey was born on a ranch near Harper, Gillespie county, Texas. He attended school at Utopia in Uvalde county

and later went to a business college in Missouri. He then moved to California with the thought in mind of making enough money to come back to Texas and have a ranch of his own. After several years Luckey was able to get into the feeding business in California and in the 30's became one of the largest feeders in the Imperial Valley.

Luckey specialized in feeding old cows and bulls. He also fed aged steers. He shipped bulls by the trainload from Texas and put them on feed in California. Strong in his belief that a successful feeding operation must include a farming program to produce all or at least the larger part of the feed for his cattle, Luckey was considered a unique operator because he was both a farmer and a cowman. This was a rare practice in the Imperial Valley in the 30's.

While in California Luckey purchased a 1500-acre tract in Bexar county, where his feedlot is now located, for the purpose of using it to collect cattle for shipment to the West Coast. He farmed thousands of acres of alfalfa in the Im-

A trench silo, in the foreground, holds sorghum and corn silage which is a part of the fattening ration fed to cattle in Luckey's feedlot shown in the background.



Heavy equipment, such as this track-type tractor, is used for moving feed in a silo and for many other jobs on the farm and feedlot.



perial Valley and at times had as many as 12,000 cattle on feed. In 1940 he was elected to the California Senate and was very active in the agricultural affairs of the state.

In 1948 Luckey wanted to begin feeding cattle in Texas and started looking around for a suitable site where he could feed cattle and farm enough land to produce the necessary feed for his operations. His Bexar county ranch had an abundance of water that flowed from artesian wells, but the country was rolling and not particularly suited for farming. After looking around in southwest Texas Luckey was unable to find plentiful water and good farming land at the same place. He then made the decision to use his Bexar county ranch of 1500 acres of rolling land. This decision caused the beginning and completion of one of the most unusual and extensive farm engineering feats ever to be attempted because it was necessary to level this rolling country—some of it as much as 14 feet—before it was level enough for irrigation.

Even with this earth-moving task in front of him, Luckey contended it was better to be assured of a plentiful water supply for extensive irrigated farming than to be in a good farming country without water. Two years later thousands of tons of earth had been moved and crops were being grown. A creek that had run through the ranch was no longer there, but the rich topsoil it deposited along its banks for many years was hauled, pushed and leveled two feet deep over the entire new farming area. Large earth reservoirs were built on high points for gravity irrigation on level land.

All of this earth moving was expensive, but Luckey had planned his operations well and since the engineering project was completed he has expected—and is getting—an above average production from each acre of his 800-acre man-made farming land.

Luckey makes every acre produce the maximum amount of forage, but yet does not deplete the soil of its producing ability. His principal crop is hegari, a grain sorghum which makes excellent silage and at the same time is a crop very adaptable to machinery, requiring very little labor to produce and harvest.

(Continued on Page 66)

This truck, which has special unloading equipment, takes the labor out of feeding 6,000 cattle.

These cattle are part of the 6,000 head on feed at all times. In addition to silage they get concentrates and molasses.

This breaking plow and heavy equipment type tractor prepare the land for next year's crop. All feed produced on the farm is fed to cattle on full feed.

Various types of equipment are used, such as this small tractor equipped with crawler type tracks and skiploader attached.

A two-row ensilage cutter fills a truck with Hegari in short order from high-producing irrigated land.



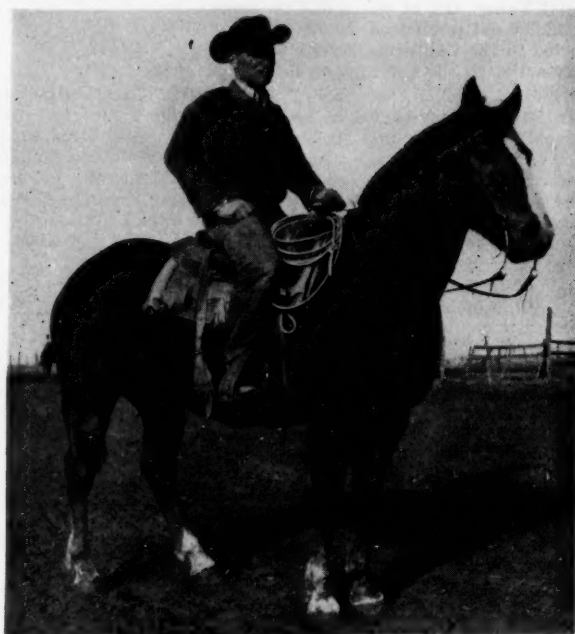
High Plains Roper



Sixth of a Series About Great Ropers—Earl Brown, a Texas Panhandle Boy Who Proved That Good Ropers Can Be Found There



By WILLARD H. PORTER



Earl Brown of Adrian, Texas, and his great calf roping horse, Treefee.

NOT many top professional ropers, to my knowledge, have been developed in the Texas Panhandle. Of course, there have been some good ones, but compared to other sections of the big Lone Star state, the turn-out of money-winning rodeo calf catchers from the Panhandle has been negligible. For a long time this baffled me, but after several years of research and many interviews with high plains cowboys, I learned why. Young rodeo hopefuls—those who are born and reared in the north “frying pan handle” country—seldom learn how to tie a calf. And there are three good reasons for this:

Number one, the wind blows so hard that ropers can't catch a calf. Number two, the dust is so thick and black they can't see a calf. Number three, it's so cold that whenever they do “luck on” a loop, they're freezin' and shakin' so much that they “fumble” the tie. And there, all wrapped up in a snow-covered saddle bag, is why Panhandle ropers rarely get to the rodeo pay-off window.

But there's one guy who makes all this research of mine look rather silly and who really punctures a hole in that saddle bag reasoning. His name is Earl Brown; he lives at Adrian; and if anybody wants to match him against a South Texas roper, they'd better find them a sure-enough good boy.

As a matter of fact, they did match Brown a few years back against a good boy, James Kenney of Carlsbad, New Mexico, and Kenney's backers were kind of financially puny at the end of the ten-calf affair.

This match was held at the Figure 2 Roping Club at Hereford on June 29, 1952. Brown won the match by 11.9 seconds, but he did it the hard way. At the

half-way mark—after each roper had tied five head—he was trailing by 20.5 seconds. Hard luck stalked him throughout the first half of this roping, commencing with his very first run from the box. He threw two loops at his first calf before connecting, tying it in 21 seconds. His next two were tied in 19.3 and 18. Things got really bad on his fourth run.

It had rained the day before the match and, although the top turf was dry, underneath it was damp and slick. Brown was roping on a horse called Babe Ruth, who was pounding after this fourth calf—a ducking, dodging son-of-a-gun that never ran more than ten feet in a straight line. On a particularly quick sashay to the right, and just as Brown threw his loop, catching the calf, Babe Ruth's forelegs slipped out from under him and down he went, tossing his rider free of the “wreck.”

Bruised but still game, Brown was on his feet in a flash. So quickly did he act that he was flanking and tying before the floundering Babe Ruth was upon his legs again. Despite this accident, which might have completely fouled up a less steady roper, Brown succeeded in securing the calf in a flat 20 seconds.

On his fifth calf, perhaps from nervous tension, he threw three loops before he snapped back his slack and had something on the end of it. He was 38.7 seconds on this one. Then there was a pause at the half way mark, and Brown shook his head and took note of the situation.

“Earl,” he said to himself, “if you're gonna win this, you've got to start doing it right now.” And start he did! He changed horses and mounted his great dun gelding, Cherokee Mac. Work-

ing under pressure, in a way that proved to spectators that he knew he was more than 20 seconds behind, Brown got down to business. He tied his last five head in 20.5, 15.7, 12.1, 15.8 and 14.7, to total 195.8 seconds on the ten head compared to Kenney's final score of 207.7 seconds.

The horse Cherokee Mac, known better to the roping fraternity as Treefee, is a stout, well-made individual, one of the best arena rope horses in Texas. A Quarter Horse, he is by Nicky, by Sheik, and is out of a Matador Ranch mare. He stands 14.3 hands high and weighs about 1,150 pounds. Brown has had the horse for seven years. At first he was a stallion, but the year after he got him, Brown gelded Treefee. Since then he has made a better rope horse, tending strictly to business for not only Brown but a few other ropers who occasionally use him.

One such roper is Junior Vaughn of Kenna, New Mexico. In the 1953 Clovis calf roping contest, Vaughn, roping on Treefee, was due to place among the three finalists, but his rope broke on the last calf and he went out of the money.

Brown and Treefee have tied some pretty fast calves together. Once at Phillips, they did the job, over a 12-foot score, in 11.2 seconds. Another time at Santa Fe, New Mexico, over an 18-foot score, Brown roped, threw and tied a calf, with Treefee's help, of course, in 11.7 seconds.

One of the best series of shows (as far as winning money went) at which Brown and Treefee ever contested, was Tucumcari, Phillips, Elk City and Ulysses, in the summer of 1952. Starting in New Mexico at Tucumcari on Saturday

(Continued on Page 57)



The Bell Ranch, headquarters in foreground. "The Bell," center distance.

Report Card Cattle

How One Ranch Has Successfully Combated Drouth Conditions With Good Management and Careful Culling Over Five-Year Period

By S. OMAR BARKER

THE summer of 1953 had been drouthy on the Bell Ranch, as elsewhere in the Southwest, and along most of the five-mile drive out from headquarters, the grass had the sparse, straggly look of a Chinaman's chin whiskers. But the cows and calves loafing around the windmill that October morning looked range-fit and fat, as well as just about as big and sirloin-shapely as bovines can get. They were red, white faced, horned cattle with the old, honorable and somewhat famous Bell brand on their left ribs—a part of the registered Hereford herd that ranch manager George F. Ellis had invited Elsa and me to look at.

"You've been feeding these special, I suppose?" I said.

"Not even a bent spoonful," replied George with his slow modest grin. "We don't pamper our purebreds. We made them rustle their living under the same conditions as other range cattle, because they won't do us any good if they can't."

Obviously these were good "rustlers," aristocrats of the cow world, but still self dependent, unfavored "citizens" of the range. George pointed out a dry cow even fatter than those with calves.

"That one's extra fat is her badge of shame," he commented, "for failing to

bring a calf last spring. We'll forgive her once, but if she doesn't come through with a baby-beef-factory next year, we'll ship her to the slaughter market. No room for free boarders on the Bell."

"That seems a shame," my wife (Elsa) spoke up from the back seat of the Ellis' ranch-rambling sedan. "How old is she now?"

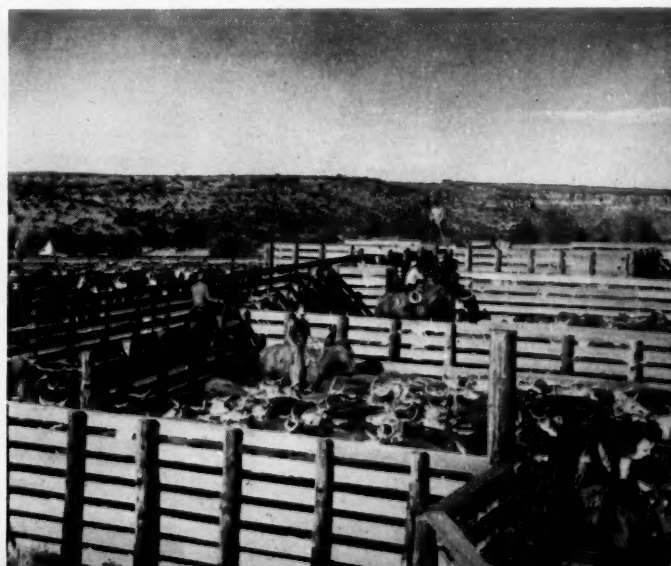
Mattie, George's charming, ranch-

raised, college bred ex-school teacher wife answered that one.

"See that 'O' brand on her left shoulder? And the '022' branded on the front of one horn and the back of the other so you can read them either going or coming? The '22' is her individual number. The '0' means she was calved in 1950, and she should have had her first calf this year, as a three-year-old. I hope she

Grade cattle are worked in corrals, Bell Ranch.

Photos by Barnes and Caplin, Inc., Old Albuquerque, New Mexico.





Bell cowboys roping mounts. George Ellis at right.



Moving roundup camp at sunrise, Bell Ranch.

doesn't miss again, because if I remember right, she's got a pretty good report card. Let me see. . . ."

Mattie briefly thumbed the pages of a black looseleaf book in her lap. "Yes, here she is: calved March 5, 1950, weighed 480 pounds at weaning time, aged 225 days. Her adjusted weight for the average weaning age of 205 days was 450 pounds. Graded Choice Plus, which is just under Fancy. As a yearling she showed a growth of 1.39 pounds per day for each day of her age. Weight rating No. 2. That's a pretty fair cow!"

"Provided she gets busy," amended George. "We figure a brood cow's production period at seven years. Two calfless years means she falls 29 per cent or nearly one-third short of her potential as a grass-to-beef factory. Look, Mattie, isn't that 954 with her calf over there by that cactus?"

"Hey, wait a minute!" I broke in before Mrs. Ellis could answer. "Do you mean, for gosh sakes, that you keep a detailed report card like that on every doggone one of the three or four thousand critters on this ranch?"

"Only on the purebred breeding herd," explained George patiently, "which we keep at about one hundred head. We started charting the bull calves in 1948, adding the heifers in 1949. Pays off, too."

I've been around cattle some my ownself, but I had to ask him just what he meant. So he told us:

"By culling out the stuff with poor report cards, in just five years—under drouthy conditions at that—we've boosted the average weight of our yearling bulls by 139 pounds. And don't forget that meat sells by the pound on the hoof as well as in the supermarket. Besides, we're learning things about hoof- and -horn heredity that, so far as I know, most breeders have never paid much attention to before. We've learned that you don't have to sacrifice quality for weight. Calves with the best conformation quite often also put on the most weight. We've learned for sure that the ability to gain weight, under range conditions without extra feed is inherited; that color pattern or any certain shade of red is not important, though we still have to cull a

few line backs and other odd markers in deference to a persistent traditional market prejudice. We're also confirming the theory that a tendency of white faced cattle toward cancer-eye runs in families. In fact, we're learning—"

Once more I had to ask this gray eyed, quiet spoken, ranch raised, college educated cowman to hold on a minute before I lost my bearings in a forest of facts. Elsa and I were learning something, too, but we wanted to get it right: something about a new, interesting and independent experimental operation here on an isolated New Mexico ranch that may well, in due time, help every cattleman in the West to increase his beef production without added numbers, and hence prove to be of considerable importance to anybody and everybody who likes to eat good beef and plenty of it.

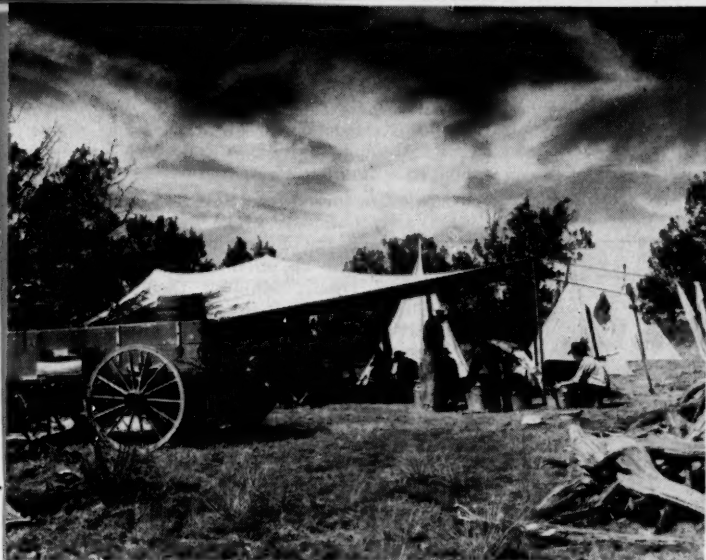
Ranch raised myself, I could remember when "cows was cows and steers was beef," regardless—at about twenty bucks a head; and about the only way we ever tried to improve the herd was to cull out a few of the very worst runts and buy

Branding Bell Ranch Herefords.



Bell cowboys take a breather.





Bell Ranch roundup camp.



Moving Bell Ranch Herefords to pasture.

the biggest bulls we could find, then trust nature to take its course.

Since those days, of course, breeders of registered Herefords as well as other beef breeds, have wrought miracles in developing animals shaped not only to carry more meat, but also a greater proportion of such choice cuts as sirloin and T-bone steaks, rump and round. George Ellis would be the last man in the world to depreciate these accomplishments. But in developing these purebred bloodlines, as he points out, the emphasis has been principally on quality, sometimes to the exclusion of other factors just as important to the stockman who grows his cattle on average western ranch range.

"As often as not," Mr. Ellis told me, "show ring purebreds have enjoyed pampered treatment—lush pasture, special feed, good shelter, and so on. Some breeders raise their Hereford bull calves on Holstein or other milk-breed cows instead of their own mothers, so they'll get more milk to grow on. A bull so raised may win ribbons in a show ring, but I wouldn't have him if they gave him to me. The qualities he inherits and passes on to his get don't come from his

foster-mother. If his own dam didn't give enough milk to raise a calf right, the odds are that neither will his daughters or granddaughters. On a ranch like the Bell it takes natural good milkers to raise big calves."

"Like the Bell," George said, referring to its operation as a grass, not a feeding, ranch. But I wondered where you would find another ranch quite like the Bell. Maybe that was because as far back as I can remember, not only has the Bell brand always stood for good cattle, but the proudest boast of any northern New Mexico cowboy has been (and still is) to be able to say that he "rode for the Bell."

Established in 1872 on 719,000 acres of the old Pablo Montoya and Baca Location Grants, then 200 miles from a railroad, now some 60 miles southeast of Las Vegas, 35 northwest of Tucumcari, N. M., the Bell Ranch lies in a big bowl shaped basin threaded through by the Canadian River (sometimes call the Red), ribboned by La Cinta and several other semi-dry creeks, warded by a scattering of low juniper hills and red walled buttes, and practically fortified in from the outside world by a dark parade of mesa rim-

rocks, gashed and scalloped by short, rock-bound canyons.

All by its lonesome 'way out on a big open flat rises a bell shaped butte that the Spanish *paisanos* long ago named *La Campana*—The Bell—whose silhouette was chosen by Wilson Waddingham, founder of the Bell Ranch, for its brand.

"Your Excellency," wrote Don Pablo Montoya, petitioning the Viceroy of Mexico for a grant of land in 1824, "it may be seen at a glance that . . . horned cattle, sheep and horses would prosper in this territory and this country would contain cattle holders of considerable means . . ."

Don Pablo was right. When the Red River Valley Company took over the ranch in 1898, 22,000 head of cattle, not counting calves, and 1,000 horses grazed within its 143 mile boundaries. That same year Hereford blood was first introduced into the herd by way of 500 white faced yearling bulls from the famous Charles Goodnight herd in Texas. Already an almost fabulous "little" cattle kingdom, under the management of a sedate but much beloved Irishman

Roping calves for branding Bell Ranch grade herd.



Branding, Bell Ranch. Geo. F. Ellis with branding iron.





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named C. M. O'Donel from 1898 to 1932, the Bell became famous throughout the West as a consistent producer of some of the best range steers that ever rubbed rumps on a juniper.

Times changed, as times will. The Red River Valley Company broke up, and a few years ago the Bell was split six ways and sold to six different owners. The central tract, including the big, rambling, picturesque headquarters ranch house—and the historic brand—now belongs to Bell Ranch, Inc., a family outfit of which Mrs. Harriet E. Keeney of Somersville, Conn., is president, and her son, W. E. Keeney of Midland, Texas, is vice-president.

With George F. Ellis in full charge as manager, ably assisted by a crew of top-hand, non-yodeling cowboys, the present Bell Ranch is still a right smart patch of cow range: 130,000 acres, 26 pastures, 33 windmills, 24 "dam" tanks, 170 miles of fence, gosh knows how many gates, plenty of pronghorn antelope, deer, quail, cactus and rattlesnakes; strong, well located corrals, chutes, squeeze chutes, stock scales, a roundup remuda of 100 top grade cowhorses with enough brood stock to keep it replenished, and around 1,800 grade (non-purebred) she-stuff and their calves besides the registered herd, with enough bulls to supply one polygamous partner to about every 20 head of cows.

Dropping off any of the several rim-rocked mesas that horseshoe themselves around the basin that cradles the Bell, you cannot escape the feeling that here is a little world all its own, a Kingdom of Cattle whose score or so of inhabitants, from manager and wagon boss to cook and roustabout, live, work, think, talk—and probably dream—COW and HORSE; a friendly, hospitable hard-working world, but one in which no problem can ever loom as large and ever present as how to do right by, for and with the cattle. I like it.

So do George and Mattie Ellis. They are just as eager and proud to bust a cinch trying to improve the Bell beef herd as if they owned the critters themselves. This "report card" program of scientific selection that George is pioneering on the Bell purebreds proves it. I'm always a "dummox" in the presence of charts, graphs and tallybooks, but bumping around over the Bell, road or no road, looking at assorted bovines, with Mattie and George to call the score, I nevertheless began to get a fair idea of the "doin's" this remarkable range man is up to.

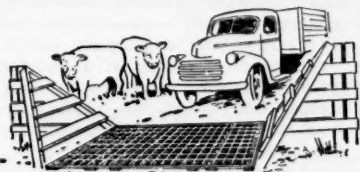
"Maybe it sounds complicated," says George, "but all we are trying to do is take the guess work out of selecting the young cattle that will produce the most and best under range conditions, and using them to improve both our registered and our grade herds."

George showed us the first cowranch graph I had ever come across, all about a "constant curve" and stuff. But, instead of trying to Einstein it out, let's just climb on one of those sorrel Bell cowhorses (a lady-broke gentle one pre-

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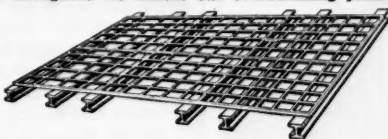
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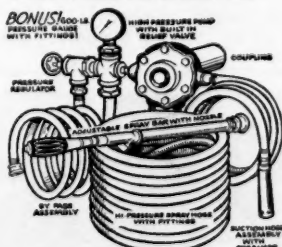
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Adjusts from fine mist to powerful jet—up to 400 lb. pressure. Here's what you get in the basic outfit • Adjustable pressure regulator and by-pass assembly • 25-ft. high-pressure spray hose with all fittings (additional 25-ft. spray hose with fittings \$9.85 extra) • 10-ft. suction hose with fittings and strainer • Ball-bearing pump; nickel alloy, self-priming; stainless steel shaft • Bronze adjustable spray bar with nozzle • **BONUS:** Pressure gauge: reads 0 to 600 lbs.

STOCK TANKS

Extra Heavy Copper Alloy GALVANIZED Steel



12-Gauge . . .

almost 1/4" thick

Shipped freight paid

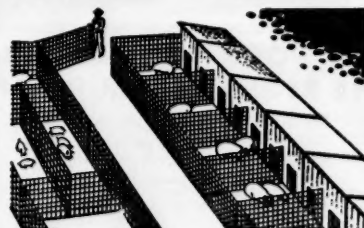
DESCRIPTION: Extra heavy copper-alloy, copper-bearing galvanized steel bottomless stock tanks, 30" deep. Constructed of brand new 12-gauge, copper-alloy, copper-bearing galvanized sheets. (And remember that 12 gauge is heavier than 14-gauge and 16-gauge; 12-gauge is almost 1/4" thick). Tank is already punched for bolts and complete with bolts, nuts, gasket material; and ready for installation. Since the tank is made of extra heavy 12-gauge, no top rim is used.

Diameter	Weight	Gallon Capacity	Price
10-ft.	350 lbs.	1,469	\$ 65.55
13-ft.	470 lbs.	2,480	80.75
16-ft.	580 lbs.	3,760	109.25
20-ft.	700 lbs.	5,875	128.25
23-ft.	820 lbs.	7,770	152.00
26-ft.	935 lbs.	9,930	173.85
30-ft.	1050 lbs.	13,220	189.05
33-ft.	1170 lbs.	16,000	210.90
36-ft.	1290 lbs.	19,000	232.75

All Prices Freight Prepaid

ALL-STEEL GALVANIZED

CORRAL WIRE



23c per running foot

Use it in rolls
or cut into sections

DESCRIPTION

CONSTRUCTION: New all-welded, all-steel galvanized, 6-inch square openings throughout; made of heavy 6-gauge steel wire (3/16" diameter). Weight: Weighs 42 lbs. per 100 square feet. Takes lowest freight rates.

Prices: 5-ft. high 23c per ft.

Lengths: This corral wire comes in rolls of 100 ft., 150 ft., and 200 ft. Simply order the total length you want. Immediate delivery.

NOTE: This is GALVANIZED Corral Wire. To our knowledge, this is the only GALVANIZED corral wire of this type ever offered.

USE IT FOR: General corral use . . . regardless of size or variations. • Portable or temporary feeder pens for stock, poultry, pets; put up quickly, easily and for less money • Corn cribs, silos, containers for assorted accumulations for fodder chopped feed, as stack protection and temporary silos • Ideal for fencing, gates, hog pens, cattle racks, stock trailers, can be used to cover pits, holes, cesspools • Also for road and concrete reinforcing • Any permanent, temporary or emergency use.

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100 N. Mechanic

Pueblo, Colorado

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bargains for farm and ranch

on the Range ...in the Corral ...in the Ranch Home

... from the old reliable, well-known

AERMOTOR WINDMILL

... to the latest

AERMOTOR SUBMERSIBLE ELECTRIC PUMP

Entire working unit is submersed in well, well below the water line where it is protected from freezing, surface seepage, and tampering. Water lubricated, there is no oil or grease to contaminate the water.

Let the wind do your pumping without cost for power. Ideal for range or feeder lot. Wheels 6 ft to 20 ft in diameter. Capacities from 105 to 3300 gph.

ferred but hard to find), so we can ride out in the pastures and see what goes on. Briefly, here's what happens to a calf born to registered Hereford parents on the Bell:

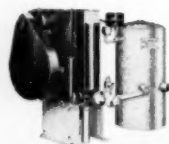
First a husky cowpoke named Bob Morgan, whose full duty is looking after the purebreds, will be riding the spring pastures to ear-tag and note down, along with its mother's number, each calf's birth date. Along in June comes branding time. On the Bell a crew of eight or nine competent cowhands, including the manager himself, with a saddle remuda of about eighty cowhorses, works the roundups from camps at a regular old style chuckwagon drawn by four big dun horses. They work the grade herd in stout corrals, but corral crowding often separates cows from their calves. So the purebreds are worked in a loosely held herd out in the open, old range style. They "mother up" better that way, so that the wagon boss knows that each calf's mother is correctly identified when a cowboy's rope drags it up to the branding fire. Its sire is already known because there has been only one daddy in the pasture with its mammy and 30 to 35 other cows.

At the branding fire the calf gets the Bell burned on its left ribs, its year-of-birth number on its left shoulder, and its permanent number tattooed in its left ear. When the calf gets up to run wring-tailed back to its mammy, all this is down in George's tallybook, plus its parentage record, its registry name and an "H" for heifer or "B" for bull.

From then on until October it leads a free and easy life, depending on how good the grass is and how much milk its mother gives, not really wild but not cowpen tame, either, comparatively unafraid of anybody on horseback or in a car, but plenty ready to spook at the rare sight of a human on foot.

Along about October 10th the cowboys gather and drive each pasture of purebreds in to the headquarters corrals. There our sample calf gets quietly crowded into a chute, thence into a squeeze-em contrivance that holds it still while its tattoo number is noted and painted on its side for temporary identi-

HERE'S A NEW BOOK TO HELP YOU SELECT THE RIGHT WATER PUMP



DEEP WELL PUMP

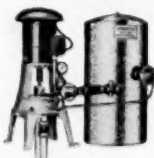
"The King of all Electric Water Pumps"

Designed for pumping depths of 20 feet to 730 feet. Four sizes are available with motors ranging from 1/4 hp to 3 hp. Smooth running and quiet. Capacities of 118 gallons per hour to 4950 gallons per hour.

Entitled "How to Choose Your Water Pumping System," it gives facts, figures, pictures, and suggestions to make your choice easy.

SHALLOW WELL PUMP

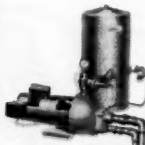
For suction lift of 22 feet or less. Motors rated 1/4, 3/4, and 1 1/2 hp for capacities of 250, 350, and 500 gph.



VERTICAL JET PUMP

For 2", 3", and 4" wells or larger, with motors ranging from 1/2 to 1 hp. Only one moving part means low-cost maintenance.

CONVERTIBLE JET PUMP



Same pump unit, tank, and tank fittings to pump from shallow or deep wells. Aermotor dealers have factory packaged parts for the conversion.

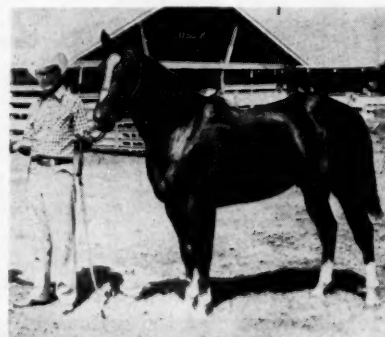
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AERMOTOR COMPANY

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Chicago 8, Ill.



Town Crier, reserve champion stallion Texas Cowboy Reunion Quarter Horse show, owned by Paul Curtner, Jacksboro, Texas.

fication. Out of the squeeze it steps into a small runway to face the judge.

For this judging job George has called in a beef cattle expert from the outside, just to make sure the grading is done right and without prejudice. This has always been J. H. Knox, professor of animal husbandry at New Mexico A. & M. College, who can practically count the pounds of potential T-bone steaks under a live bovine's hide with just one look. Before the bewildered little Hereford passes from that runway onto the scales, Professor Knox has taken a lot of good squints at it and rated it Fancy, Choice Plus, Choice, Choice Minus or Good.

I asked George how come "Good" was the lowest rating, with no column for "Poor."

"If Bell calves ever start grading Poor," he grinned, "we'd just as well quit and start raising blue billy goats!"

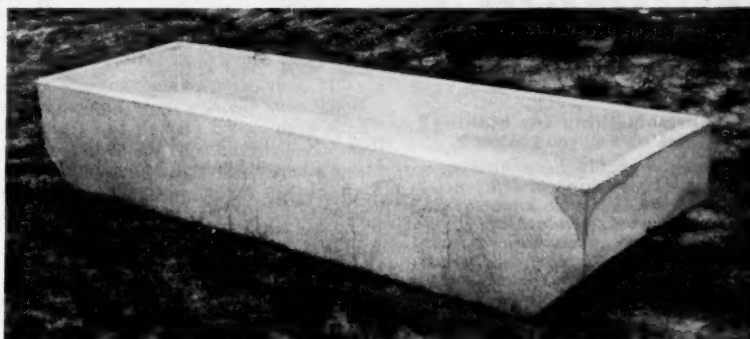
Next the calf goes on the scales. Its actual weight is recorded, later to be translated by a simple chart into its adjusted weight for the average weaning age of 205 days, so it can be fairly compared with the other calves. If it expects to live out the Lord's allotted bovine span on the Bell, that adjusted weight had better not be too much under 450 pounds—in an average good grass year, that is. A 375 pound calf in a poor grass year may be a better animal than a 450 pound calf in a good year, hence the Ellis-Bell Ranch system compares only calves within one year's crop with each other. The idea is to pick the best among those up against the same range conditions.

In this grading and weighing process, George and Mattie themselves usually keep a double check on the scoring. The calves are handled with as little whoop-de-do as possible, usually under the active direction of the Bell wagon boss, Bill (Yaqui) Tatom, a longbuilt strap of range-raised cowboy who knows as much about how to handle brones and bovines, loose or penned, as Einstein does about arithmetic.

Often the Ellises, Yaqui and the other cowboys have a little fun guessing what the calves will weigh, maybe backing their estimates with a few small bets. Often their guesses come so close that some cowboy is sure to wonder out loud what the hell they bother with scales for, anyhow!

If our sample calf is a heifer, it gets listed on the "H" chart along with the rest of that year's bessies. If a bull, it goes on the chart for the big necked boys. On these charts the calf's tattoo number is listed in a column under its grade and on a line opposite its weight. This puts the better grading and heavier weighing calves in the upper left part of the chart. George then draws a line from upper right to lower left so that about one-third of the calves are below the line. This spells finish for that unlucky one-third, for they are culled and shipped for being either too light, too poor graders, or both. The other two-thirds are weaned and turned out to pasture, still with no special treatment or feed.

HERE'S A FEED TROUGH THAT LASTS A LIFETIME



HEAVY DUTY BULL FEED TROUGH

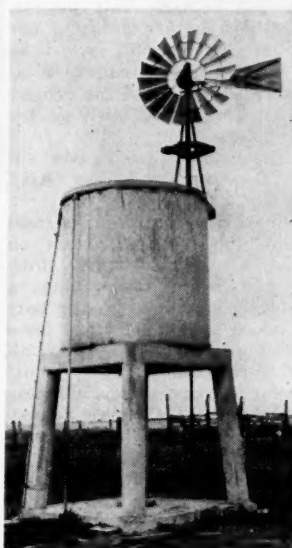
(With skids for easy moving)

Our bull feed trough is designed for heavy duty use and is guaranteed against animal breakage. It is mounted on concrete skids, has drain holes and an attachment for easy moving from one pasture to another. This bull trough and all of our other products are made of reinforced concrete.

Size: 45 inches wide, 12 feet long, 12 inches deep and 24 inches high.

Weight: 2,200 pounds.

Price: \$58.00 each; \$55 in lots of four and 5% less for larger orders.



STORAGE TANKS

Our reinforced concrete water storage tanks will last a lifetime. They are available in both round and rectangular shapes. We also have platforms for water storage tanks and a concrete cover with a windmill attachment.

Size	Shape	Price	
2,500 gal.	Round	\$198	platform available \$181
5,000 gal.	Round	\$356	platform available \$181
6,000 gal.	Rectangular	\$375	sets on ground

Windmill attachment (covers tank) available on all three sizes at \$58 each.

ALSO FOR SALE:

Flat bottom feed troughs \$28.

Water troughs (round and rectangular) 180 to 2,200 gal. capacity \$30 to \$166, with all brass fittings.

A complete line of plumbing fixtures.

Authorized dealer for Aermotor Windmills, Towers and Pumps.

All prices FOB Bay City, Texas • We have delivery facilities

Manna's Concrete Company has been in business for 11 years and our products are now being used by many ranchers who are completely satisfied with them.

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A. R. Manna, owner

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BAY CITY, TEXAS



Want something for nothing? Well, here's a way you can get it.

You've probably been hearing a lot lately about mineral deficiencies in livestock. Do you know which mineral is most often lacking? *Phosphorus*. In fact, phosphorus is lacking in many cattle communities, at least so far as the soil that grows the feed crop is concerned.

The symptoms of phosphorus deficiency are: a generally not-up-to-snuff appearance, particularly the hair of the animal; and, in the more acute cases, an abnormal hankering for bones and other foreign materials. But, because there's no accurate way of measuring the results of the deficiency, most aren't impressed to the point of doing anything about it. Nevertheless, deficient animals don't bring top prices. And when symptoms do appear it's usually too late to catch fleeing dollars.

Of course, one thing you can do to prevent the deficiency is to give your animals a feed supplement that's rich in phosphorus. But there's another way for you ranchers that raise your own feed—that's where the *something-for-nothing* angle figures in. Fertilize your feed crop with a good commercial fertilizer having a high analysis of phosphorus. The resulting crops will whet the demands of your animals while the *added yield* will more than *make up the cost*. The benefit to your animals, then, is on the house.

Application of suggestions like these may mean the difference between your ordering black ink or red ink for the books. But all the tips in the world can't revive *dead animals that died before their time*. That's why you should make sure you're protecting your animals from disease. Vaccinating your calves with an easy-to-handle 10 cc. dose of Blacklegol® "S-HS" gives 'em top coverage . . . longtime immunity against blackleg, longtime immunity against malignant edema, and seasonal protection against shipping fever.

So better see your Cutter Veterinary Supplier today. Tell him you want to "Hang Two and Jail One" with Blacklegol "S-HS."

See you next month.

Ol' Bull

CUTTER LABORATORIES
Berkeley, California

These "keepers" are graded and weighed again as yearlings, and again one-third of them culled. For instance, George's heifer yearlings chart for October 15, 1950, shows that top heifer No. 954 graded Fancy and had gained 1.45 pounds for each day of her age—over a third of a pound a day more than the lightest cull at 1.10 pounds per day. All culls are shipped to slaughter market, none sold for breeding purposes.

"If they aren't good enough for the Bell," says George, quite logically, "they sure aren't good enough to be seen with the Bell brand on them in somebody else's herd, either. Besides, our business is raising range steers for the feeder market, not breeding cattle for other ranches."

Some of the "keeper" heifers go to replenish the registered herd. Some, in time, go to improve the grade herd. Top bulls of the best bloodlines go to the registered herd, the rest to the grade herd, where they are already siring heavier, better grade calves.

There is no more culling by chart after the yearling go-round, but a complete report card record of performance is continued on all registered cows, resulting in delayed culling for a few. For instance, from the same sires, their report cards show that Cow No. 557 produced four calves weighing a total of only 1,586 pounds at weaning time, whereas Cow No. 531's four calves for the same period weighed 1,966 pounds. For producing those extra 380 valuable calf pounds, Cow No. 531 got neither a medal nor extra feed, but Cow No. 557, as well as all four of her calves, got culled. Occasionally cows also get culled for cancer-eye, disease or injury, as well as for twice missing calving.

"No registered Bell cow is ever entirely off George's probation list," Mattie told us, and George agreed.

"In our breeding program," he told us, "we put the most emphasis on weight for age and type or quality. However, there are several other things a cow must have if she is to do her part to make the herd profitable. All of these characteristics are inherited, so we are always selecting for them. First, she must be a regular producer—no skipping calves and laying off for a year. Second, she must be a good milker so she raises a good fat calf. We sell our calves by the pound and they have got to be heavy. Third, she must be hardy and able to thrive under our range conditions. We keep cows for just one thing—to market grass. Fourth, she must be sound—no badly shaped udders or cancer-eye. Fifth, a cow should be long lived. Some wear out much quicker than others.

"We also prefer horned cattle. We never dehorn anything but beef steers on the Bell. Cows with horns not only handle looser and therefore easier in a herd, but they're more independent minded, rustle better, give their calves better protection against predators—and any cowhand will tell you they're handier to rope in case you have to doctor one out on the range. Horned bulls are more



Poco Maria, champion mare, Texas Cowboy Reunion Quarter Horse show, owned by E. Paul Waggoner, Fort Worth.

aggressive and less inclined to gang up in 'bachelor clubs' and lie around in the shade when they should be busy."

"Better range cattle for range conditions through accurate selection of desirable hereditary qualities," is the way George F. Ellis sums up his program. Already several big ranchers and some agricultural colleges are trying out his "Bell Ranch Operation Report Card Cattle" for themselves.

Mr. Ellis is a graduate of the Kansas State College. Before coming to the Bell he had worked as a cowhand, as a county agent, a game warden and an animal husbandry field expert for the New Mexico A. & M. College at Las Cruces. He has served as vice-president and executive board member of the New Mexico Cattle Growers' Association, and was honored by that organization in 1952 as Cattleman of the Year. He runs some cattle of his own on a nearby ranch, but devotes his own full time to Bell Ranch operations.

He and Mattie have one son, one daughter, both ranch raised, and one grandson starting out the same way. George still makes a hand right along with his cowboys on every roundup, and his vivacious wife has just about as much of what westerners call "cow savvy" as he has.

Probably the important connection between his "cow savvy" of folks like the Ellises and the price and quality of a steak in Philadelphia, New York or Ashtabula has never occurred to a lot of people. But it is there, cowboy—and for sure!

Colorado A & M National Intercollegiate Rodeo Champs

COLORADO A & M College, won its first National Intercollegiate Rodeo Association championship at Fort Collins, Colo., recently by beating out California State Polytechnic College by a comfortable margin. It was the first time that the honor has left the state of Texas. Sul Ross State College, Alpine, Texas, finished third; Hardin-Simmons University, Abilene, Texas, fourth; and Texas A & M College, College Station, Texas, fifth.

**KEN-CARYL UNIT**

Visit the Ken-Caryl Ranch at Littleton while on your vacation. Visitors are always welcome.

A Herd Is Known... by the Bulls It Uses

We are dedicated to the development of better Herefords through the use of the best herd bulls available.

**DANDY LARRY D. 47th****CK CRUSTY 6th****COLORADO'S LARGEST REGISTERED HEREFORD HERD**

Dandy Larry D. 47th
CK Crusty 6th
Dandy Domino 25th
Dandy Domino 51st
Larry Dandy A. 9th
Star Princeps Domino

Sunny Triumph 38th
Dandy Domino 3d
Sunny Triumph 2d
PHR Crusty 12th
Larry Donald 10th

WHR Pat Mixer 32d
Larry Dandy A. 18th
BCR Royal Prince 8th
BHR Larryman A. 14th
B. Prince Larry 130th
B. Prince Larry 129th



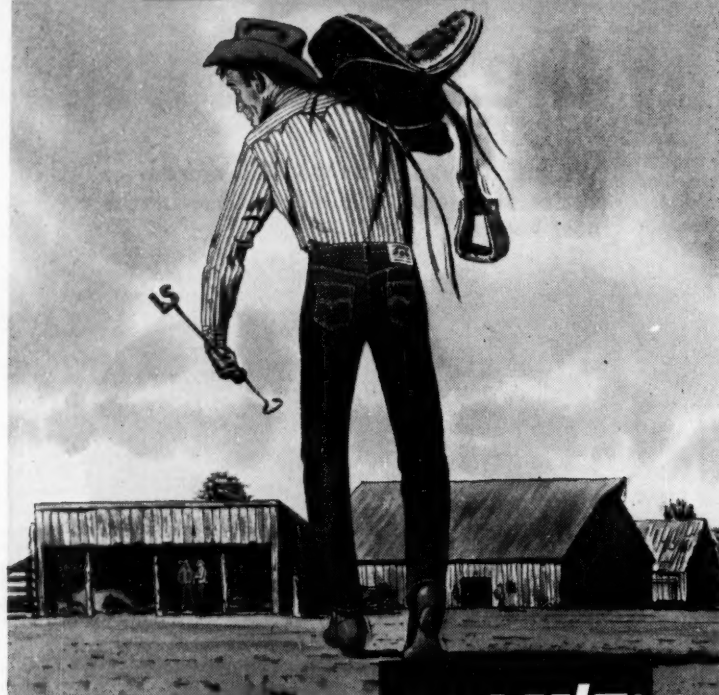
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STRONG, RUGGED LEVI'S will give you more wear than any other blue jeans made. Cut from the heaviest denim loomed—reinforced with Copper Rivets—stitched so strongly you get a new pair free if they rip!

LEVI'S®

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SINCE 1850

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ON THE BACK POCKET



BETTER BUY LEVI'S—there's no finer value in overalls today than LEVI'S—the original Western blue jeans.

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Look to HHR for Quality

A top herd of registered Herefords carrying the following famous bloodlines:
ZATO HEIR, WHR PROUD MIXER 21st, LARRY DOMINO 50th

We usually have young breeding stock for sale. We cordially invite you to come by the ranch and inspect our cattle.

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RANCH LOCATED AT WEIMAR, TEXAS

Owner, R. T. HERRIN, President, Herra Transportation Company, Houston, Texas

Your brand is your coat of arms, but it is of little use unless it is recorded.

West Texas Proud of its Herefords

(Continued from Page 43)

of everyone she was unable to make the tour.

Gail Dudley, of Comanche, was chairman of the tour committee. He was assisted by Henry Arledge, Seymour; Jay Pumphrey, Old Glory; Walter Barret, Comanche, and D. H. Jefferies, Abilene.

It was the unanimous opinion of the people making the trip that they did a most excellent job in selecting the route as well as the time of arrival and departure of the different ranches.

Jefferies was in charge of the sound truck and kept the visitors informed about the different places visited and the schedule.

Roy Arledge, who lives at Stamford and is one of the owners of Arledge Ranch, is chairman of the West Texas Hereford Association sale committee. The sale will be at Abilene, November 29.

W. G. Swenson, Stamford, manager of the SMS Ranch, and a group of Stamford businessmen, served a noonday barbecue lunch at the grounds of the Texas Cowboy Reunion the first day. The West Texas Hereford Association was host to the party at a dinner and entertainment program at Abilene at night, and then arranged for a steak dinner to be served in the City Park at Coleman the second day. Mr. and Mrs. Roscoe Blankenship and Mr. and Mrs. Dub Wooten, all of Abilene, were in charge of the entertainment program at Abilene.

Space will not permit a detailed account of the 16 breeding herds visited. Good cattle were seen at each place, cattle that will fit into the best breeding herds and will take care of themselves in major show rings and auction sales.

Range and crop conditions seen along the route were good to excellent. Many of the adverse conditions that came with an abnormally long drouth were completely corrected.

These are the places visited: First day—Arledge Ranch, Seymour; Sidney Winchester Hereford Ranch, Munday; J. B. Pumphrey & Son Hereford Ranch, Old Glory; Swenson Land & Cattle Co., Stamford; D. H. Jefferies Bittercreek Hereford Ranch 12 miles southwest of Anson—Jefferies lives in Abilene; W. S. J. Brown Hereford Ranch, Noodle; W. J. Largent & Son Hereford Ranch, Merkel.

Second day: Edgar Davis Hereford Ranch, Abilene; Earl Guitar's Hardy Grissom Hereford Ranch, Abilene; Mrs. Rupert Harkrider's Hereford Ranch, Abilene; A. E. Fogle Hereford Ranch, Tuscola; Dorothea Griffin's Hereford Ranch, Lawn; Bowen Hereford Ranch, Coleman; Cox & McInnis Hereford Ranch, Byrds; Dudley Brothers Hereford Ranch, Comanche, and Barret Hereford Ranch, Comanche.

The blood testing for brucellosis in swine is increasing steadily. This disease not only hampers swine production but can be a health hazard to the farmer, as well.

High Plains Roper

(Continued from Page 46)

and Sunday, he tied two calves in 25.4 seconds. Back into Texas, at Phillips on Wednesday and Thursday, he tied two head in 25.2 seconds. The next day he roped two calves at Elk City, Oklahoma, again in 25.2 seconds. At Ulysses, Kansas, on Saturday and Sunday, Brown secured two more head of stock on Treefee in 26.3. At each of these ropings, spot-looping two calves in four different states, Brown won the average. His time was a little over 12.6 seconds on each of the eight head—a hot streak well worth remembering!

Earl Brown was born at Everman, where his family farmed, on January 18, 1919, but since 1928 Brown has been braving the weather of the Texas Panhandle at Adrian, where he has a small herd of mother cows and farms 650 acres of wheat and cattle feed each year. He is married—Kat's her name—and has two sons.

When Brown was a youngster he got blood poisoning in his right leg. The infection centered in the heel, and when he was eight to ten years old he was on crutches most of the time. It doesn't bother him much anymore, but the bone has been scraped so often that there is no cushioning to his heel and that part of his foot bruises easily.

Despite this handicap, Brown developed into a fine athlete at the Adrian High School, playing basketball, football, and later on, became quite an accomplished boxer as well as a top roper.

In 1937 he boxed in 48 amateur matches, winning 40 of them. In the early spring of 1939 he won the Texas-Southwestern boxing championship sponsored by the Amateur Athletic Union. A three-round fight at Adrian one year against a professional prize fighter is the only pro boxing that Earl has ever done. It was a \$50 matched fight and Brown's backers were the ones who cleaned up.

Crafty and fast in the ring, Brown boxed in two weight divisions. Although he did box welterweight some, he admits that it "crowded him to death" to meet that weight requirement and most of his ring activity was done as a middleweight. Undoubtedly his boxing has helped him in calf roping, making him fast and agile on the ground and preparing him for the sometimes vicious assaults of tough Brahman calves. Brown says he'd sure hate to box an opponent like this if a Brahman were ever trained to stand up on its hind legs and throw punches.

One of Brown's first professional rodeos was at Amarillo in 1940. He didn't win anything there and continued to have hard luck on the Texas-New Mexi-

co-Oklahoma circuit for the next two years. But then, in 1943, he began to click away with the fast loops and quick wraps. He started matched roping other boys, and has beaten such men as Bill Bomar, John Dalton and Bill Keller. He also started winning or placing in jackpot ropings around his part of the country.

To date he has placed in many small shows in the area and has roping wins to his credit at Monte Vista, Colorado; Oklahoma City and Elk City, Oklahoma (twice); Las Vegas, San Jon and Tucumcari, New Mexico (twice); Ulysses, Kansas; and Adrian, Phillips and Dalhart (twice).

Brown trains his own horses for roping, and Earl Brown-trained horses are sure to have a good stop and to work a rope well. Two other calf horses he has, besides Treefee, are Brownie, by Billy Clegg, and Drifter, a young bay by Clint Higgins.

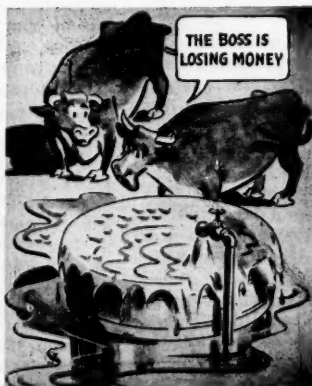
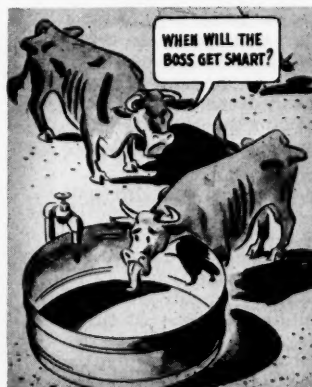
Like most part-time ropers, Brown doesn't go too far away from home, except maybe to an occasional big-paying rodeo. But at the shows nearby that he does make, he's a hard man to beat. He's always well mounted, and he's always in shape to cope with the toughest calves. Here's one boy that the much-maligned Panhandle weather has not affected when it comes to throwing a fast loop.

Bob Everite Cattle Float Assemblies

Maintain the exact water level in your stock troughs...

RUGGED—DEPENDABLE—ECONOMICAL

Designed and built to give long, dependable, trouble-free service.



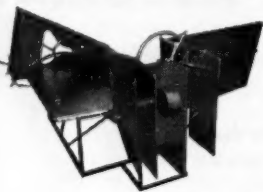
These Cattle Float Assemblies maintain a constant water level. Flexible swivel float assembly prevents any damage to valve connecting parts. AVAILABLE AT YOUR LOCAL DEALER.

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THOMPSON & GILL, Inc.

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EquipmentImproved **TECO**
Cattle Squeeze

New neck lever latch, foot operated, safer and faster. Slatted rear gate causes waiting animal to come in better. Improved safety and ease of operation makes the TECO Squeeze better than ever. New easy-to-load trailer, too.

New Improved **TECO**
Calf Chute

New narrow squeeze bar exposes more of calf's side than ever before. One-pull squeeze and tilt feature. Faster, easier operation throughout. New swinging rear gate saves effort. More compact overall. For years the best, the new TECO Calf Chute is now better than ever!

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Bloat, A New Solution?

A Cow's Rumen, or Paunch (Diagrammed in These Sketches), Contains Liquid Where Bacteria Work to Break Feed Into Small Particles, and a Pocket Where Gas Produced by the Digestive Micro-organisms Can Collect. Different Kinds of Feed Travel Different Paths Through the Rumen

A PREVENTION for bloat in cattle is being sought in a research program now under way at the University of Wisconsin. Bloat is one of the most troublesome cattle problems in Wisconsin and the nation, causing an estimated two and a half million dollars loss in this state in 1951—latest year of available figures.

Recent research shows that small amounts of common household detergents can prevent cattle bloat. But the scientists say they need more information before they can be sure detergents won't interfere with the micro-organisms that are so important to a cow's digestion.

Bloat "cures" already on the market haven't been tested enough yet and there's indication that some of them interfere with rumen digestion. Right now, farmers using such materials do so at their own risk, according to R. E. Nichols, Experiment Station veterinary scientist.

Normal treatment for bloat is to get rid of the gas in any possible way—by piercing the cow's side with a knife, or by running a rubber hose down the throat into the gas pocket in the rumen. But any method of treatment is costly and it takes some time for the cow to begin producing normally again. Some method of preventing bloat would be best.

Cattle on legume pastures seem to be susceptible to bloat. Some farmers limit the time cattle spend on legume pasture or feed cows some hay before they let them out.

"Why not keep cows off legume pastures if that's what causes bloat?" farmers have asked. Nichols points out that high production on limited land area is essential in Wisconsin. Legumes can produce tons more feed per acre than grasses, and the feed is more nutritious. We need the high yields and milk-producing power of legumes—in pastures as well as in hay crops. And legumes are important in keeping the soil productive. We must find a way to live with legumes, and that calls for something that can prevent bloat, he explains.

Detergents seem to do this by changing the type of bubbles produced by rumen digestion—allowing the frothy bubbles to form together more readily into larger bubbles that can be belched out, and releasing bubbles attached to partly digested food particles. If the small bubbles are removed from the rumen liquid, the liquid has more buoy-

ancy—heavier materials can stay afloat more easily.

The development of a bloat preventive is a long story that's closely tied up with ruminant digestive processes.

Nichols discovered the bloat prevention possibilities of detergents some ten years ago when he was on the staff of Purdue University. He was studying the amount of bubbles and gas formed by various feeds when they were mixed with rumen juice in small glass flasks. In these tests, some feeds that usually produced a lot of gas occasionally failed to do so. A closer check on the method of preparing the flasks showed that the detergent used for cleaning sometimes wasn't rinsed out completely. A standard rinsing procedure removed all traces of detergent and the experiments on gas production went on, Nichols explains.

But Nichols didn't forget about the detergents. Now in charge of research on digestive troubles of cattle at the University of Wisconsin, he has continued the search for the true cause of bloat and for a bloat preventive.

From his experiments he has formed a new theory on the cause of bloat—a theory which might be the real answer.

Nichols thinks cows bloat because the water level of the rumen is raised by feeds sinking to the bottom. "When the water level goes up, it blocks the opening to the rumen," Nichols says, "and the cow can't belch as she normally does. Alfalfa is especially troublesome because it sinks rapidly into the rumen liquid."

Here's how Nichols explains the cause of bloat:

Different kinds of feed take different paths through the rumen and into the other stomachs. Concentrate feeds, for instance, fall to the bottom quickly. Since they need little digestion, they go quickly into the cow's second stomach.

When hay enters the rumen it floats on the surface while micro-organisms work to break it down. Occasionally, the cow belches the gas produced by the micro-organisms and some hay comes back up for further chewing.

Grass coming into the rumen sinks a little lower in the liquid and fresh legumes sink even lower. When material sinks, the liquid level rises. In normal digestion, this happens so gradually that it doesn't cause any trouble.

But legumes sink quickly—and the liquid level goes up just as quickly. Micro-organisms working on the legume produce gas in small bubbles. These small bubbles, or froth, cause trouble.

Bubbles formed in the digestion process normally join to make a large bubble which is held at the top of the rumen, ready to be belched out. Bubbles formed when alfalfa is digested tend to remain in the rumen liquid, though. That makes the liquid lighter and it's even harder for anything to stay afloat. The feed mass sings deeper and the liquid level rises higher.

At this point, the cow can't get rid of the rumen gas because liquid is blocking

the rumen opening. But the micro-organisms of digestion continue their work and add to the gas that is already painfully swelling the cow. Unless something is done, the cow soon dies.

Nichols bases his theory on observations he made on cows with "windows" or openings in their rumens. Laboratory tests on rumen liquid buoyancy confirmed his observations.

If detergents do prevent bloat, scientists face still another problem: they

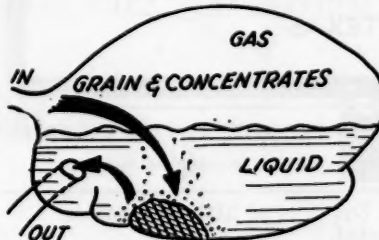
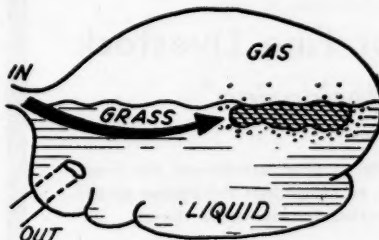
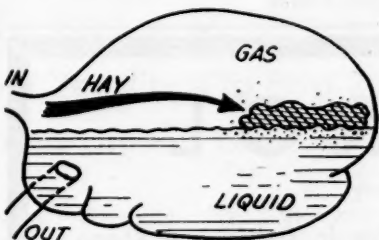
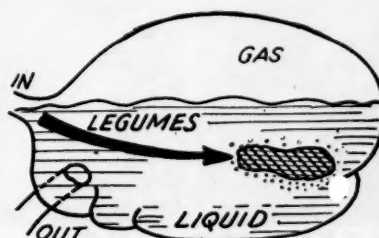
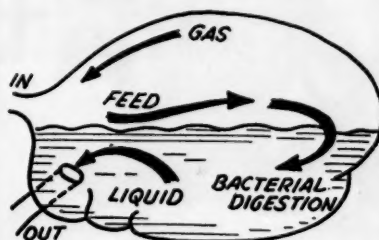
Normally, roughage going into a cow's rumen is floated to the rear by the organ's contraction. During this movement, it is mixed around while micro-organisms start to break it down. If a feed needs a lot of digestion, like roughage, the cow can return it to her mouth and chew it over. Belching removes gas as it collects. Feeds that need less reduction in particle size, like grains and concentrates, move more quickly towards the rumen's outlet for the rest of the trip through the digestive system.

Fresh young legumes sink into the fluid rather quickly, and bubbles that form in and around the feed mass make the rumen fluid less able to hold up feed masses coming into the stomach. That means feeds which should be broken down by bacteria near the top of the liquid are attacked further down in the rumen. This raises the level of liquid considerably. When the liquid blocks the food intake tube, the cow can't belch away the gas produced by bacterial digestion. Since the gas can't escape the pressure builds up and the cow bloats.

Hay floats to the rear of the rumen on top of the liquid. Micro-organisms work it over and the cow can return it to her mouth and chew it again. Liquid level doesn't raise much because the bubbles are formed within the feed mass and are released without decreasing the buoyancy of the fluid. After the micro-organisms work on hay, small particles of hay fall into the liquid without further gas production. These particles then go to other parts of the stomach for chemical digestion.

Grass doesn't sink as deep or as quickly as legumes do, and the bubbles produced in and around the feed mass escape much more easily into the gas pocket. Since they do not remain in the liquid and decrease its buoyancy (ability to hold up feed masses), the feed remains near the top and the liquid level remains lower than with legumes.

Grain and concentrate feeds sink into the rumen quickly. But they need little reduction in particle size and they pass on quickly for further digestion. Bubbles are formed by the digestive micro-organisms on the particle of grain. But the liquid level in the rumen probably doesn't rise much because the small amount of grain usually fed doesn't result in large amounts of bubble formation. Grain, fed in large amounts, can produce bloat because the bubbles reduce the buoyancy of the rumen liquid and raise the fluid level.




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must find some convenient way to make cows eat the material. A daily drench, for instance, wouldn't be practical. Nichols thinks a salt-detergent mixture, in the proper proportions, would do the job. His future research will test such mixtures, using different amounts and different kinds of detergent materials. He will also test anti-foaming agents called surfactants. Researchers are also exploring the possibility of breeding legumes that are less likely to cause bloat.

Practicing veterinarians in Wisconsin report that around 40% of the sick cows they treated in 1951 were suffering from some kind of digestive disorder. Bloating accounted for a two or three million dollar loss—and that doesn't include animals that died without treatment or cases that farmers treated themselves. Nor does it include the hidden loss of production that resulted from farmers being afraid to pasture legumes.

(Wisconsin Alumni Research Foundation, U. S. Department of Agriculture support.)
Reprinted from WHAT'S NEW IN FARM SCIENCE, January, 1954.

Photo-Sensitization Is Summer Hazard to Livestock

BRIGHT, sunshiny days that are good for crops may be hazardous to livestock, the American Veterinary Medical Association warns.

Direct sunlight can cause an extreme irritation in animals that have white or only slightly pigmented areas of skin and that are fed on luscious sweet clover, buckwheat, or especially fast growing winter wheat and rye, or certain other types of green forage containing excessive chlorophyll.

The way the animals react to this "photo-sensitization," AVMA officials say, depends on the parts of the body affected. Cattle may move stiffly because wrinkling the sensitive areas of skin is painful. White teats may turn bluish-red, the skin will be stiff and the cows will not stand still to be milked. So production drops.

White-faced sheep often suffer severe swelling of the face and ears, a condition sheepmen call "bighead" and which may cause the animals to rub against walls or fences to try to relieve the irritation.

In swine, photo-sensitization may cause drying, cracking and sloughing off of patches of white skin, a symptom easily confused with chronic erysipelas.

In any case, says the AVMA, there is danger of damage to the liver, and in extreme cases death may follow.

The condition is more easily prevented than cured, authorities say. Keeping susceptible animals out of the sun is the obvious procedure. The AVMA suggests that animals with white or light-colored skins should be pastured in shaded areas, or after sunset, if necessary. Feeding hay to cut down on the green feed may also help prevent the condition.

Where blackleg is a problem, all calves should be vaccinated before they are turned out to pasture.

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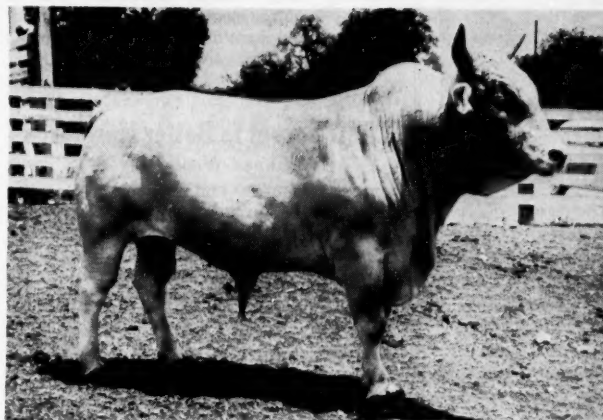
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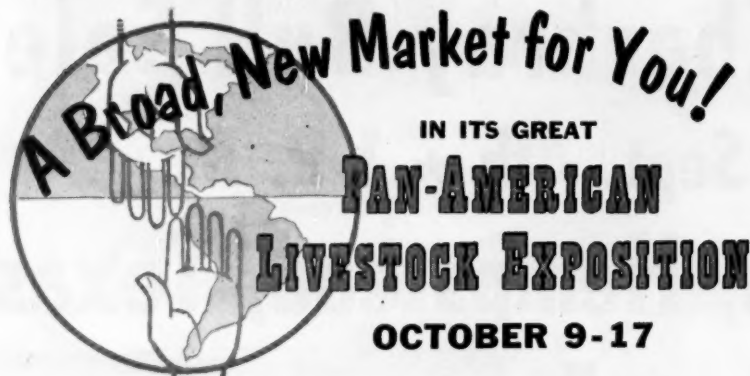
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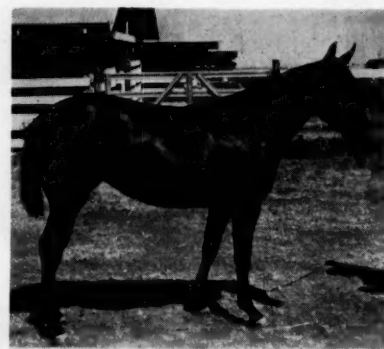
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Missy Lou, reserve champion mare, Texas Cowboy Reunion Quarter Horse Show, owned by Jack O'Donohoe, Holliday, Texas.

Their Secret to Better Herefords

(Continued from Page 39)

cember, January and February mainly. Bulls are taken out in July. The yearlings are sold for spring delivery, usually in April or May. They sell directly to Corn Belt feeders in Nebraska and Illinois and in the past some have gone to Kentucky. Their cattle have made good gains for feeders and as a result bring a good price from buyers who know they will do good in the feedlot. Before buyers come to look at the yearlings the cattle are classified and the shorts and culls put into pastures separate from the top end. This practice, the Matthews brothers believe, gives the buyer a chance to see the yearlings in uniform lots and helps in marketing the cattle.

It is their practice never to feed cattle with the exception of bulls and yearlings that are sold. The Clear Fork country is a good grass country, but normally most ranchers feed some during the winter. Watt Matthews says if a cow has never had a bite of feed she doesn't expect it and can get along all right without it, provided you give her plenty of grass land. Some ranchers in Shackelford and Throckmorton counties keep a cow to 10 to 12 acres and the Soil Conservation Service recommends a cow to 12 or 14 acres on the Matthews ranch. The Matthews stock a cow to 20 acres.

This gives the grass a chance to grow and as a result of this practice they did not feed but about half of their cattle during the recent extended drouth. The maximum feed bill was less than six dollars per head the worst year. Their country, because of a long-range light stocking program and an occasional lucky rain, stayed in comparatively good shape during the dry spell. The yearlings are fed at the rate of a sack of cake for the heifers and a sack and a half for the steers. Bulls are fed enough to keep them in good breeding condition.

A strict culling program is used on the cow herd. By using a year brand they can tell the age of each cow in the herd. The top end of the heifer calves are kept for replacements in the cow herd and aged cows are culled when they fail

to produce the desired results. Five to six bulls are used per hundred cows.

The Matthews ranch has pastures fenced as small as possible to facilitate working cattle. Working pens open into every pasture on the ranch, eliminating the need of having to move cattle a long distance after they have been worked. One of the things used on the ranch that makes working cattle a lot easier is a portable branding chute. This chute can be moved from one set of pens to another without much trouble. Watt Matthews and his hands have worked more than two calves a minute in the chute, including branding, dehorning, marking, vaccinating and ear marking. Only steers are dehorned.

Owners of the J. A. Matthews Ranch Company other than Watt and Joe Matthews are Mrs. Thomas L. Blanton, Albany, Texas; Mrs. A. P. Burns, Pauls Valley, Oklahoma; Mrs. Ethel Matthews Casey, Albany; Mrs. Lucille M. Brittingham, Fort Worth, Texas, and Mrs. A. B. Judd, Houston, Texas.

Hobart

(Continued from Page 40)

plenty to eat, and a place to sleep. They are very friendly toward us and I believe the reason is because they have a full stomach. Their big crop is rice and they have a surplus of it now. Next is rubber and tin, and we buy a lot of both from them. They export teak, but the cost is high and we buy a small amount. They need cotton and cotton textiles. They need and want milk, as do all the other countries in Asia; also tobacco. They have all the beef and pork they want in their own country and a surplus of hogs. All meat is eaten fresh as there is no refrigeration. They eat much more pork than beef, and more fish and rice than anything else. Thailand struck me as a country with tremendous possibilities if more efficient methods of farming and business were used.

Our next country was Indonesia. We stayed in Djakarta on the Island of Java. This is a rich tropical land that will grow almost anything. They got rid of the Dutch in 1949 and have been having a struggle running themselves ever since. They are very proud of their independence and I respect them for it. We buy a lot of rubber, tin and tea from them, also a lot of spices. They will buy more flour and milk from us, if our prices are competitive with other countries. They import a small amount of canned meat from us. They have plenty of their own meat for most of their consumption, but are interested in improving their cattle by importing better bulls. Java, the most highly populated country per square mile in the world, and the rest of Indonesia could very well increase its import and export trade with the United States if we work together.

The British colonies of Singapore and Hong Kong are most interesting places to visit, but do not offer the U. S. much in the way of trade that I can see. The British want to keep it British, and who can blame them. The Chinese traders in these colonies are real business men and

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have most of the business sewed up, but the British are still in control. Of course, if we could sell beef cheaper than Australia and New Zealand, we could do some business with them. I think we might compete with our canned beef and gravy against the corned beef they import from Australia and the Argentine, but we cannot possibly compete with frozen beef. Tin and rubber are the big exports of these colonies.

The Philippines offer great possibilities of trade if they ever get their government straightened out and their currency troubles solved. There is a 17 per cent conversion charge in changing their pesos to dollars, which is a terrific handicap to trade. Also interest charges on ordinary business loans are exorbitant.

Seventy-five per cent of the exports of the Philippines are agricultural and we buy most of them, except rice. Sugar, coconuts, sisal or abaca, and pineapples, and some mahogany are their chief exports. The Philippines are the largest producers in the world of coconut products such as copra. We should encourage them to produce more abaca for we need it and will buy more from them. They are hoping very much to get an extension of the Bell Act of 1946 with regard to free imports and exports, which terminates this year.

We have lost practically all of our beef trade with the Philippines to Australia and the Argentine on account of price. I see no chance of our competing with Australia on frozen beef. They get first quality hindquarters of beef delivered at Manila at 25 cents per pound from Australia. Their first quality corresponds, so they told me, to our Choice and top half of Good. Actually I think it is about like our grade of Good after looking at some of the carcasses in their freezers. They have refrigeration here, to some extent. I do think we can compete with the Argentine corned beef with our canned beef and gravy, if the Philippine government will place the canned beef on their list of essential imports as is the corned beef. Canned beef is now on the non-essential list, but President Magsaysay promised me he would see that it was placed on the essential list. The head of the Central Bank of the Philippines, Mike Quaderno, also promised me that he would see that canned beef is placed on the essential list. I have asked the USDA to send a case of our canned beef and gravy to our agricultural attaches in all our embassies and consulates in the Asiatic countries we have visited, and have asked our agricultural attaches to see that it reached the proper hands so the government officials and private traders could at least see what it tasted like. One thing I didn't see any sense in was to find our armed forces in the Philippines and other parts of Asia buying butter from Denmark, when we have such a surplus at home.

Japan was our last country to call on for business. The Japanese are a hard-working people and I think friendly to the U. S. They are in a fearful condition because of overpopulation. Japan is the biggest customer we have in Asia for

our agricultural products. The balance of trade is very unfavorable to Japan, about seven hundred million dollars of imports from the U. S. last year, and two hundred fifty million dollars of exports to us—mostly finished textile products, silks and toys.

They buy large amounts of wheat, corn, barley, rice and soybeans, hides, wool, tallow, and lard from us. They also buy a lot of dried skim milk and will buy a lot more through school lunch programs. They eat very little beef, only about two and one-half pounds of all meats, excluding fish, per person per year. What beef they do import comes from Australia at a price we cannot meet and is a very small amount. They also buy a small amount of corned beef from the Argentine. The Japanese officials told us that their people would like to eat beef, but it is too high in price and that they will just stay with fish and rice.

Japanese government officials voiced a good many complaints about their imports of corn, cotton and soybeans from us. If these things are true, they should most certainly be remedied, and are being carefully checked now, but a lot of these complaints may be just the customary Japanese squawks.

I think the Foreign Trade Mission was an excellent idea, and I believe we have accomplished something in finding out what business can be transacted with the various Asiatic countries and the obstacles to overcome in selling to and buying from these countries.

I was impressed with the ambassadors and consuls of the various countries. Also, the people connected with the embassies and consulates were most helpful. The heads of the FOA in all the countries we visited seemed to me excellent men. It did seem to me, however, that there are too many government employees in the FOA. The agricultural attaches in every country were most helpful. The Philippine Islands do not have an agricultural attaché at the present and need one badly.

It seems to me a little bit like spinning our wheels to try to find foreign outlets for our agricultural surpluses when we are piling them up as fast as we can at home with high subsidies. I am delighted that the President of the United States and the Secretary of Agriculture, along with some other administration officials, are trying to get these subsidies down to some point considerably under 90 per cent of parity. We came to one definite conclusion on leaving Asia, that trade between the various countries was perhaps the answer to peaceful relations, but not giveaway deals.

At least 20 per cent of all calves born alive never live through their first year. Digestive upsets account for a large proportion of losses. Contributing factors to these disturbances are depriving the newborn of colostrum, overloading the young calf's stomach with milk or milk substitutes, specific vitamin deficiencies, and infected calf pens.



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Texan Operates a Beef Factory

(Continued from Page 45)

Hybrid corn and Atlas sorgo are the two other feed crops grown by Luckey.

Each acre is expected to produce between 20 and 30 tons of feed each year. In order to accomplish this production, eight to ten tons of manure from the feedlot are spread over each acre every year. Since the feedlot pens must be cleaned this is considered a very economical fertilizer for the farming land. In addition to the manure, 125 pounds of commercial fertilizer is used per acre for each cutting of the feed. Three cuttings of hegari and Atlas sorgo are produced each growing season.

This excessive fertilization of the soil would burn up a crop growing under dryland farming conditions and under some irrigation conditions, Luckey claims. The success of his feed crop is due to the plentiful supply of water which is fed by gravity to each acre in large amounts to insure an adequate water supply at all times during the growing season for feed produced in rich soil.

All of the feed produced is cut after the grain is fully matured and is made into silage. This roughage takes the place of hay and has a lot of nutritive value because of the conditions under which it is grown. This year Luckey will put up more than 16,000 tons of feed in trench silos, all of which will be fed to his cattle.

All of the cattle of the T Cross Cattle

Company are fed the same ration with the exception of incoming cattle which are fed larger amounts of roughage and less concentrates for the first few days. In addition to silage Luckey feeds a concentrate of either cottonseed meal, shelled corn or milo maize. This is mixed together with black strap molasses. Mineral is fed free choice at all times. Luckey declines, as most experienced feeders do, to give the exact amounts of the contents of his feeding formula. Years of experience have taught him how to obtain the most gain from an animal for the least possible cost.

Water for the farming land is obtained from artesian wells and lakes. There are three lakes on the ranch which receive water from both natural and irrigation runoff. Three reservoirs were built to hold water pumped from wells. These are located to the best irrigation advantage on the property. No force is used to spread the water over the fields other than gravity.

Luckey uses all types of farm equipment ranging in size from the smallest rubber-tired type to the large track driven models. Silage harvesters that are self propelled and trucks that distribute feed in bunkers along with all kinds of plows and conveyance machinery, are a part of other equipment used on the ranch. Luckey believes that the use of modern farm machinery saves a lot of labor expense and results in a more efficient and economical farming and feeding operation.

In the past the consuming public of San Antonio could not always depend on a steady supply of finished beef because meat coming in from the Corn Belt was not in constant supply. The presence of a large feeding establishment has caused a steady flow of finished beef for the local population and Luckey has found a good market for his cattle.

Demonstration Farm For University of Houston

A 160-ACRE tract of land has been made available to the University of Houston for use as a demonstration farm by the Mathieson Chemical Corporation. Announcement of the transaction, for which the university will pay \$1 per year lease, was made recently by S. L. Nevins, president of the firm's agricultural chemical division and C. B. McElhinney, acting president of the university.

The land is located on Davison Road in Pasadena and will be devoted to the educational training of agriculture students and operated by the agriculture department of the school. The agriculture department will work with an advisory committee of representatives from the Houston Farm and Ranch Club and the Mathieson Chemical Corporation.

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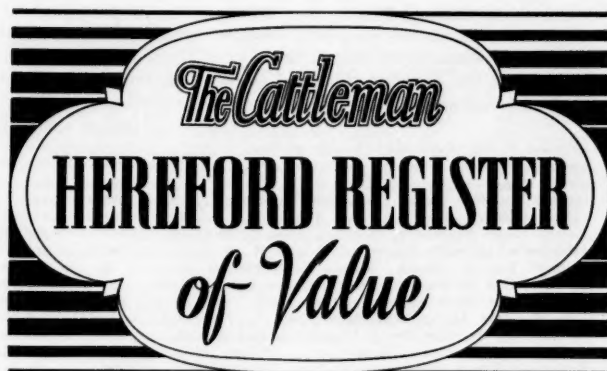
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July 1, 1953, to June 30, 1954

Breeders Still Paying Top Prices For Better Quality Herefords

The Cattleman Register of Value Shows That Less Than Six Per Cent of Cattle Sold Last Year Brought More than 20 Per Cent of Total Money.

The valuation placed on Herefords in public auctions is a definite appraisal of their worth as determined by the large number of experienced breeders who have purchased them, and therefore establishes their value in a manner impossible by any other method.

During the past thirteen sale seasons (July 1 to June 30) The Cattleman has published a summary of prices received at Hereford auctions throughout the United States as reported by The Cattleman and The American Hereford Journal.

Again this year we present The Cattleman Hereford Register of Value.

THE thirteenth annual Register of Value compiled by The Cattleman reflects a reduction in prices during the past year (July 1, 1953, to June 30, 1954) and at the same time reveals the second largest number of head sold and the second largest number of sales. Most of all it shows that breeders of Herefords will still pay top prices for the better quality breeding stock. In the top sales listed for high averages, 3,568½ head sold for \$4,781,955 averaging \$1,340 or 5.8% of the number of head selling brought 20.3% of the total money.

The past year 865 sales were held, the second highest of all time, in 42 states at which 63,753 head sold for \$24,368,009 for an average of \$382. Last year there were 926 sales held

in 43 states with 68,410 head selling for \$33,880,131 for an average of \$495.

Included in the total were 27,132 bulls and 36,621 females making this the largest number of females ever sold at auction in one year.

Kansas had the most sales this year with 90 and led in the number of head selling with 6,370. In second place was Nebraska with 72 sales and fifth in number head selling with 4,181; Oklahoma third in sales with 59 and second in number of head selling with 4,564½; Missouri fourth in sales with 53 and fourth in number with 4,244½; Texas fifth (tied) in sales with 46 and third in number of head with 4,261; Iowa fifth (tied) in sales and number of head with 46 sales and 3,813½ head; South Dakota seventh (tied) in sales with 31 head, tenth in numbers with 1,944 head; Ohio seventh (tied) in sales with 31 and thirteenth in numbers with 1,800 head; ninth was California with 30 sales and seventh in numbers with 3,406; Tennessee was tenth (tied) in sales with 29 and eighth in numbers with 2,323 head; Illinois tied Tennessee for tenth in sales with 29 and eleventh in head with 1,875. Other states with number of sales and the number of head selling were the following: Mississippi 24 sales with 2,018 head; Virginia 22 sales with 1,866 head; Wyoming 20 sales and 1,571 head; Alabama 20 sales and 1,174 head; Oregon 20 sales and 1,266 head; Kentucky 20 sales and 1,100 head; Montana 19 sales and 1,402 head; North Carolina 19 sales and 1,189 head;

THIRTEEN-YEAR SUMMARY SHOWS HEREFORD PROGRESS

From records it has compiled over the past thirteen-year period, The Cattleman presents herewith a composite summary of Hereford sales:

Sales seasons July 1 to June 30	No. Sales	No. Head	Total Proceeds	Avg. Per Head	Top Sale Average	Top Bull	Top Female
1953-1954	865	63,753	\$24,368,009	\$382	\$4,548	\$105,000**	\$12,000
1952-1953	926	68,410	\$33,880,131	\$495	\$7,230	\$53,000†	\$11,100
1951-1952	648	48,953	\$39,292,040	\$803	\$5,306	\$160,000*	\$15,100
1950-1951	559	36,087	\$26,908,190	\$745	\$5,160	\$70,500	\$17,500
1949-1950	557	37,659	\$19,722,210	\$524	\$3,783	\$65,000	\$21,000
1948-1949	540	36,256	\$18,478,940	\$510	\$3,456	\$48,000	\$8,100
1947-1948	510	34,665	\$16,926,453	\$488	\$5,933	\$61,000	\$35,000
1946-1947	599	41,781	\$16,328,192	\$391	\$4,542	\$50,000	\$10,100
1945-1946	572	39,619	\$14,850,235	\$375	\$4,371	\$52,000	\$11,000
1944-1945	472	34,415	\$11,795,355	\$343	\$3,520	\$50,000	\$20,000
1943-1944	394	29,529	\$9,892,215	\$335	\$4,040	\$38,000	\$13,000
1942-1943	281	22,258	\$7,235,048	\$330	\$2,401	\$16,600	\$10,000
1941-1942	276	19,681	\$5,148,326	\$261	\$1,334	\$15,000	\$5,200

†Half Interest Sold at \$26,500

*Half Interest Sold at \$80,000

**Half Interest Sold at \$52,500

Arkansas 16 sales and 1,060 head; Idaho 16 sales and 1,394 head; Colorado 15 sales and 1,130 head; North Dakota 15 sales and 723 head; Georgia 15 sales and 1,070 head; Indiana 15 sales and 732 head; Michigan 13 sales and 961 head; Pennsylvania 9 sales and 401 head; South Carolina 10 sales with 610 head; Washington 9 sales and 563 head; New Mexico 8 sales with 814 head; West Virginia 6 sales and 842 head; Maryland 6 sales with 416 head; Minnesota 6 sales with 282 head; Louisiana 5 sales with 188 head; Florida 4 sales with 282 head; Utah 4 sales and 635 head; Wisconsin 3 sales and 261 head; Maine 3 sales and 115 head; Arizona 2 sales and 179 head; Massachusetts 2 sales and 89 head; Nevada 2 sales and 173 head and New York 2 sales with 127 head.

Circle M Ranch, Senatobia, Miss., again this year had the top sale with 51 head bringing \$231,950 for an average of \$4,548. This establishment has had the top Polled Hereford sale for thirteen years and ranked second previous to making the all time high Hereford average last year. Circle M Ranch ranks first in Register of Value bull sales and Register of Value female sales again this year.

Spring Valley Hereford Farms, Poolesville, Md., placed second in high averages with 50 head selling for \$118,400 for an average of \$2,368. J. P. McNatt, Greenville, Texas, placed third with 57 head bringing \$130,060 for an average of \$2,282. Bridwell Hereford Ranch, Wichita Falls, Texas, was fourth with 70 head bringing \$154,525 averaging \$2,208. Double E Ranch, Senatobia, Miss., was fifth with 50 head bringing \$100,775 for an average of \$2,015. Wyoming Hereford Ranch, Cheyenne, Wyo., which has consistently had one of the top sales over the years was next with 70 head selling for \$130,475 for an average of \$1,864.

REGISTER OF VALUE SALES (High Averages)

	HEAD	TOTAL	AVG.
Circle M Ranch, Senatobia, Miss. (Polled)	51	\$ 231,950	\$4,548
Spring Valley Hereford Farms, Poolesville, Md. (Polled)	50	118,400	2,368
J. P. McNatt, Greenville, Texas	57	130,060	2,282
Bridwell Hereford Ranch, Wichita Falls, Texas	70	154,525	2,208
Double E Ranch, Senatobia, Miss. (Polled)	50	100,775	2,015
Wyoming Hereford Ranch, Cheyenne, Wyo.	70	130,475	1,864
Hillcrest Farm, Chester, W. Va.	547½	1,001,535	1,829
National Western Hereford Sale, Denver, Colo.	214	350,565	1,633
National Polled Hereford Assn. Sale, San Francisco, Cal. (Polled)	58	85,155	1,468
Malone Ranch Disp., Meridian, Miss. (Polled)	150	218,205	1,455
McCormick Farms, Medina, Ohio	66	93,935	1,423
Portage Farms, Woodville, Ohio	63	86,205	1,368
Halbert & Fawcett, Sonora, Texas & Miller, Mo. (Polled)	66	89,095	1,350
Circle H Ranch, Winona, Miss.	62	81,980	1,338
VelVa Haven Farms, Prospect, Ky.	51	66,750	1,309
Diamond K R Hereford Ranch, Kingsburg, Cal.	125	151,900	1,215
VelVa Haven Farms, Thomasville, Ga.	63	75,910	1,202
International Hereford Sale, Chicago, Ill.	56	66,570	1,189
Circle A Hereford Farm, Morris, Ill.	61	70,380	1,154
National Western P. H., Denver, Colo. (Polled)	68	77,600	1,141
Thorp Hereford Farms, Britton, S. D.	71	80,175	1,129
Malone Ranch, Meridian, Miss. (Polled)	51	56,785	1,113
Mid-South P. H. Assn., Memphis, Tenn. (Polled)	60	60,010	1,000
CK Ranch, Brookville, Kans.	81	80,865	998
Chino Farms, Cheertown, Md.	50	48,535	971
Johnston's Squarebilt Dispersion, Folsom, N. M.	187½	181,555	968
Diamond A Polled Hereford Farm and 3 C Farm, Allendale, Ill. (Polled)	54	51,425	952
Pacific International, Portland, Oregon	43	40,460	941
Poca Dot Farms, Charles Town, W. Va.	15	41,075	913
Double M Ranch, Pendleton, Oregon	58	52,040	897
Southwestern Hereford Sale, Fort Worth, Texas	90	79,975	889
Waterree Hereford Farm, Eastover, S. C. (Polled)	49½	43,175	872
C. K. Mousel, Edison, Nebr. (Polled)	37	31,210	844
Kniesley Hereford Farms, New Paris, Pa. (Polled)	49	40,940	836
Peterson Bros., Ogden, Utah	80	66,485	831
Brookside Farm, Pottstown, Pa. (Polled)	46	38,030	827
A. C. Bayers Bull Sale, Twin Bridges, Mont.	63	51,795	822
Bones Hereford Ranch, Parker, S. D.	73	59,610	817
John E. Rice & Sons, Sheridan, Wyo. (Polled)	53	42,580	803
Master Key Place, Fulton, Mo. (Polled)	48	37,940	790
Morlunda Farms, Lewisburg, W. Va.	62	48,850	778

REGISTER OF VALUE SALES (Gross Proceeds)

One million dollar sale was held during the year, the Hillcrest Farms dispersion at Chester, West Virginia. The sale totalled \$1,110,535, which included a bull at \$100,000. There were a number of extremely large dispersions, among them the Nance sale in which 731 head were sold, the second largest in

numbers in history. There were 547½ cattle in the Hillcrest dispersion; 521 in the Steeple X Dispersion; 497 in the Robberson Ranch dispersion; 466 in the Texas Hereford Round-Up; and 423 in the Moseley Hereford Ranch dispersion.

Following are the leading sales in gross proceeds:

	HEAD	TOTAL
Hillcrest Farms Dispersion, Chester, W. Va.	547½	\$1,001,535
National Western Hereford Sale, Denver, Colo.	214	350,565
Nance Dispersion, Canyon, Texas	731	333,170
Moseley Hereford Ranch Dispersion, Sacramento, Cal.	423	268,285
Circle M Ranch, Senatobia, Miss. (Polled)	51	231,950
Malone Ranch Dispersion, Meridian, Miss. (Polled)	150	218,205
Johnston's Squarebilt Dispersion, Folsom, N. M.	187½	181,555
Bridwell Hereford Ranch, Wichita Falls, Texas	70	154,525
Diamond K R Hereford Ranch, Kingsburg, Cal. (Polled)	125	151,900
Letts & Turkington Dispersion, Letts, Ia.	248½	149,810
Iowa Hereford Assn., Cedar Rapids, Ia.	380	149,015
Montgomery Hereford Ranch Dispersion, Madera, Cal.	362	144,030
7 Up Ranch Dispersion, Banner, Wyo. (Polled)	238½	140,210
Robberson Ranch Dispersion, Mustang, Okla.	497	135,780
Red Bluff Sale, Red Bluff, Cal.	219	134,640
Wyoming Hereford Ranch, Cheyenne, Wyo.	70	130,475
J. P. McNatt, Greenville, Texas	57	130,060
Ivy Hill Farm Dispersion, Forest, Va.	297	122,420
Wyoming Hereford Ranch, Cheyenne, Wyo.	198	122,250
Spring Valley Farms, Poolesville, Md. (Polled)	50	118,400
Steeple X Dispersion, Belton, Mo.	521	117,765
Emmadine Farms Dispersion, Breckenridge, Mo.	298	116,990
E. L. Culver's Clifton Place Dispersion, Pulaski, Tenn.	263	115,150
Vaughan Valley Hereford Dispersion, Galax, Va.	225	114,025
Texas Roundup Sale, Fort Worth, Texas	466	108,100
Inter Mountain Hereford Assn., Ogden, Utah	240	106,070
Double E Ranch, Senatobia, Miss. (Polled)	50	100,775

REGISTER OF VALUE BULL SALES

For the second year in a row Circle M Ranch, Senatobia, Miss., topped the Hereford Register of Value bull sales with an average of \$6,848 on 20 head. Other bull sales in the upper bracket included Spring Valley Farms with an average of \$4,695, Hillcrest Farm with an average of \$4,305, Double E Ranch with an average of \$3,747 and J. P. McNatt with an average of \$3,672.

Following is a list of top Register of Value Bull sales:

	No. BULLS	AVG.
Circle M Ranch, Senatobia, Miss. (Polled)	20	\$6,848
Spring Valley Hereford Farms, Poolesville, Md. (Polled)	11	4,695
Hillcrest Farm, Chester, W. Va.	103½	4,305
Double E Ranch, Senatobia, Miss. (Polled)	10	3,747
J. P. McNatt, Greenville, Texas	22	3,672
Diamond K R Hereford Ranch, Kingsburg, Cal. (Polled)	21	3,657
Bridwell Hereford Ranch, Wichita Falls, Texas	38	3,257
Malone Ranch Dispersion, Meridian, Miss. (Polled)	23	3,040
Halbert & Fawcett, Sonora, Texas & Miller, Mo. (Polled)	17	2,803
Portage Farms, Woodville, Ohio	14	2,682
VelVa Haven Farms, Thomasville, Ga.	10	2,459
Montgomery Hereford Ranch Dispersion, Madera, Cal.	26	2,378
Wyoming Hereford Ranch, Cheyenne, Wyo.	30	2,261
Cedar Lane Farms, Greenville, Miss.	10	2,168
Malone Ranch, Meridian, Miss. (Polled)	10	2,040
Johnston's Squarebilt Dispersion, Folsom, N. M.	32½	2,038
Letts & Turkington, Letts, Ia.	22¼	2,036
National P. H. Assn. Sale, San Francisco, Cal. (Polled)	25	1,979
Circle A Hereford Farm, Morris, Ill.	19	1,865
National Western Hereford Sale, Denver, Colo.	160	1,834
Thorp Hereford Farms, Britton, S. D.	27	1,818
Diamond A Polled Hereford & 3 C Farm, Allendale, Ill. (Polled)	17	1,697
International Hereford Sale, Chicago, Ill.	15	1,562
King Herefords, Canton, Miss.	12	1,536
Mid-South Polled Hereford Assn., Memphis, Tenn. (Polled)	15	1,511
CK Ranch, Brookville, Kans.	51	1,433
Evermere Farms Dispersion, Bel Air, Md. (Polled)	13	1,432
National Western P. H. Sale, Denver, Colo. (Polled)	42	1,415
John E. Rice & Sons, Sheridan, Wyo. (Polled)	16	1,388
Moseley Hereford Ranch Dispersion, Sacramento, Cal.	60	1,345

REGISTER OF VALUE FEMALE SALES

For the third year in a row, Circle M Ranch topped the Register of Value female sales with an average of \$3,065 on 31 head. Two other polled Hereford herds were next in order, Spring Valley Hereford Farms with an average of \$1,712 on 30 head, Double E Ranch, Senatobia, Miss., with an average of \$1,582 on 40 head, and Wyoming Hereford Ranch, Cheyenne, Wyo., with 40 head averaging \$1,551.

A list of the Register of Value female sales follows:

	No. FEMALE	AVG.
Circle M Ranch, Senatobia, Miss. (Polled)	31	\$3,065
Spring Valley Hereford Farms, Poolesville, Md. (Polled)	39	1,712
Double E Ranch, Senatobia, Miss. (Polled)	40	1,582

	No. FEMALE	AVG.	SALE PRICE
Wyoming Hereford Ranch, Cheyenne, Wyo.	40	1,551	
McCormick Farms, Medina, Ohio	63	1,447	
J. P. McNatt, Greenville, Texas	35	1,408	
Hillcrest Farms Dispersion, Chester, W. Va.	444	1,252	
Malone Ranch, Meridian, Miss. (Polled)	127	1,167	
National P. H. Assn. Sale, San Francisco, Cal. (Polled)	33	1,081	
National Western Hereford Sale, Denver, Colo.	54	1,057	
International Hereford Sale, Chicago, Ill.	41	1,052	
VelVa Haven Farms, Prospect, Ky.	46	1,049	
Portage Farms, Woodville, Ohio	49	993	
Brookside Farm, Potsttown, Pa. (Polled)	31	972	
VelVa Haven Farms, Thomasville, Ga.	53	968	
Bridwell Hereford Ranch, Wichita Falls, Texas	32	962	
Chino Farms, Chestertown, Md.	43	903	
Malone Ranch, Meridian, Miss. (Polled)	41	887	
Peterson Bros., Ogden, Utah	26	868	
Poca Dot Farms, Charles Town, W. Va.	40	862	
Halbert & Fawcett, Sonora, Texas & Miller, Mo. (Polled)	49	846	
Circle A Hereford Farm, Morris, Ill.	42	832	
Mid-South Polled Hereford Assn., Memphis, Tenn. (Polled)	45	830	
Double M Ranch, Pendleton, Oregon	53	817	
Kniseley Farms Farms, New Paris, Pa. (Polled)	43	811	
Moriunda Farms, Lewisburg, W. Va.	54	774	
Walter Hubbard & Son, Junction City, Oregon	61	789	
Four Star Sale, Washington C. H., Ohio	66	761	
Santa Fe River Ranch, Alachua, Fla. (Polled)	18	760	
Johnston's Squarebilt Dispersion, Folsom, N. M.	155	743	
Hillcrest Larry R 42nd (Hillcrest to Rugh Farms, Boliver, Pa.)			14,500
7 Up Royal Dandy 4th (one-half interest \$7,000) (7 Up Ranch, Banner, Wyo. to Gatesford Place, Arlington, Tenn.) (Polled)			14,000
NHR Zato Heir (Nance Hereford Ranch, Canyon, Texas to Circle L Ranch, Dyer, Nev.)			13,500
KR Gold Colonel 24th (Diamond KR to W. C. Gover, Anderson, Calif.) (Polled)			13,500
HC Zato Larry 19th (Hillcrest to Portage Farms, Woodville, Ohio)			13,000
HHR Mischief Duke 26th (Halbert & Fawcett, Sonora, Texas and Miller, Mo. to Sumter Farm & Stock Co. Geiger, Ala.) (Polled)			12,900
Larry Mixer Domino 47th (Bridwell to Sustacha Cattle Co., Lamoi-ville, Nev.)			12,650
Hillcrest Larry 96th (Hillcrest to Still House Hollow Farm, Hume, Va.)			12,200
VH Larry Domino 44th (VelVa Haven Farms, Prospect, Ky. to Dr. M. W. Rigsbee & Son, Yorktown, Ind.)			12,100
HCR Super Larry 27th (Nance to Fair Oaks Ranch)			11,500
Portage Mixer 23rd (Portage Farms to I. A. Ruder & Sons, Monee, Ill.)			11,100
CMR Mischief Domino 87th (Circle M to Buzzard Bottom Ranch, Senatobia, Miss.) (Polled)			11,000
M Zato Heir 40th (McNatt to W. W. Tarrant, Wichita, Kans.)			11,000
EER Victor Tone 49th (Double E to A. H. Karpe)			10,800
Numode 16th (7 Up Ranch to Thornton Hereford Ranch, Gunnison, Colo.) (Polled)			10,500
CA Larry Domino 41st (Circle A Hereford Farm, Morris, Ill. to Bland Bros., Sonora, Ky.)			10,250
TH Onward 52nd (Thorp Hereford Farms, Britton, S. D. to R. J. McClement, Brandon, Man., Canada)			10,200
WHR Idealist 66th (WHR, Cheyenne, Wyoming to E. P. Reese, Shoup, Idaho)			10,000
MHR Proud Prince 66th (Moseley to Arthur S. Nyland, San Juan, Bautista, Calif.)			10,000
FLR Advance Lamplighter 1st (Evermere Farms, Bel Air, Md., to Hayfields Farm, Cockeysville, Md., and B. S. Oles, Kingsville, Md.) (Polled)			10,000
Noe's Baca Duke 94th (Scales Hereford Farm, Pulaski, Tenn. to White Way Farm, Lynnville, Tenn.)			10,000
CLF Larry Domino 66th (Ivy Hill Farm, Forest, Va. to Winyah Herefords, Middleburg, Va.)			10,000
Hillcrest Larry 160th (Hillcrest to Tomar Farms, Oakland, Md. and Mountaineer Hereford Farm, Morgantown, W. Va.)			10,000
Publican Domino 195th (Johnston's Squarebilt Herefords to Dr. Herbert Poyner, Houston, Texas)			9,200
HR Publican Anxiety (Herschede Ranch, Hereford, Ariz. to Fred E. Cox & Son, Grass Valley, Oregon)			9,200
HC Zato Larry 11th (Hillcrest to Leon Leighton, Harrisburg, Pa.)			9,200
Hillcrest Larry R 32 (Hillcrest to Eshton Farm, Delaplane, Va.)			9,100
WJY U Royal Mixer 6th (W. J. Largent & Son to George Buckler, Rose Lodge, Oregon)			9,000
RCM Baca Prince (Malone Ranch to Triple S Ranch, Cotton Valley, La.) (Polled)			8,850
EER Victor Tone (Rolling Acres Farm, Lexington, N. C. to O'Bryan Ranch, Hiattville, Kans.) (Polled)			8,200
Hillcrest Larry R 48th (Hillcrest to W. E. McDonald, McMinnville, Tenn.)			8,200
Dandy Larry D 132nd (Bridwell to Dudley Bros., Comanche, Texas)			8,150
Noe's Baca Duke 10th (Nance to Maryland Farm, Brentwood, Tenn.)			8,000
PHR Dandy Larry 24th (one-half interest \$4,000) The Berry's, Cheyenne, Wyo., to Mrs. C. A. Krause, Roggen, Colo.)			8,000
CMR Rolo Master Key (Master Key Place, Fulton, Mo. to Ed L. Paxton, Greensburg, Pa.) (Polled)			8,000
R Baca P Domino 40th (W. H. Reese, Fayette, Tenn. to Lincoln County Hereford Farm, Mulberry, Tenn.)			8,000
Tone Baca Prince (Ivy Hill to Larry Martin, Leesburg, Va. and Ben Parran, St. Leonard, Md.)			8,000
Hillcrest Larry 137th (Hillcrest to McCormick & Rutledge)			7,900
N Prince Domino Return (Nance to Layman-Purdy, Butler, Mo. and Kavanaugh Ranch, Luther, Okla.)			7,700
FLR Advance Lamplighter 3rd (F. L. Robinson & Son, Kearney, Nebr. to P. H. Ginsback, Dell Rapids, S. D.)			7,650
VV Star Helmsman 2nd (Vaughan Valley Herefords, Galax, Va. to Rolling Acres, Lexington, N. C.)			7,550
TH Larry Onward 72nd (Thorp Hereford Farms to Frank E. Calkins, Eugene, Oregon)			7,500
WHR Brilliant Helmsman (Vaughan Valley Herefords to Double Z Hereford Ranch, Durham, N. C.)			7,500
CMR Royal Larry 4th (Circle M Ranch to Sky Meadows Farms, Hamilton, Ohio) (Polled)			7,500
VH Larry Mixer 13th (VelVa Haven Farms to EJ Hereford Ranch, Gainesville, Fla.)			7,500
Hillcrest Larry R 76th (Hillcrest to Pala Rey Ranch, Bonsall, Calif.)			7,500
CMR Mischief Domino 94th (Circle M Ranch to Thompson Bros., Worthington, Ind.) (Polled)			7,200
Circle H Zato 5th (Circle H Ranch, Winona, Miss. to W. M. Barnett, Hopkinsville, Ky.)			7,025
TR Zato Heir 223rd (Turner Ranch to HG Hereford Farms, Colby, Kans.)			7,000
CK Crustysveto 9th (CK Ranch, Brookville, Kans. to Van Dyke Hereford Ranch, Springer, N. M.)			7,000
Silver Zato Heir 2nd (King Herefords, Canton, Miss. to Rose-Ark Farms, West Memphis, Ark.)			7,000
H Baca Larry 50th (one-half interest \$3,500) (P. T. Holloway, Pulaski, Tenn. to Tom Bradford, Humboldt, Tenn.)			7,000
EER Victor Duke 3rd (Double E Ranch to M. H. Rich & Son, Chatham, Miss.) (Polled)			6,950
HHR Mischief Duke 33rd (Halbert & Fawcett to Lloyd D. Becker, Mason City, Ill.) (Polled)			6,750

REGISTER OF VALUE BULLS

The sale of Hillcrest Larry 25th in the Hillcrest Farms dispersion to Fair Oaks Ranch, Boerne, Texas, at \$100,000 set an all-time high on beef cattle sold at auction. Two other bulls are included in the \$100,000 bracket. A half interest in HC Larry Domino 12th sold in the Hillcrest Farms dispersion to McCormick Farms, Medina, Ohio, for \$52,500, placing the animal's value at \$105,000, and a one-fourth interest in Zato's Aristocrat sold in the Letts & Turkington sale to Caw Caw Plantation, Orangeburg, S. C., for \$26,000, placing the animal's value at \$104,000.

Following is the list of Register of Value bull sales:

	SALE PRICE
HC Larry Domino 12th (one-half interest \$52,500) (Hillcrest Farms, Chester, W. Va. to McCormick Farms, Medina, Ohio)	\$105,000
Zato's Aristocrat (one-fourth interest, \$26,000) (Letts & Turkington, Letts, Iowa to Caw Caw Plantation, Orangeburg, S. C.)	104,000
Hillcrest Larry 25th (Hillcrest to Fair Oaks Ranch, Boerne, Texas)	100,000
Zato Heir P 47th (Montgomery Hereford Ranch, Madera, Calif. to Milky Way Hereford Ranch, Phoenix, Ariz.)	50,000
Hillcrest Larry 62nd (Hillcrest to Maryland Farm, Brentwood, Tenn.)	40,500
Hillcrest Larry R 77th (Hillcrest to McCormick Farms and R. W. Rutledge, New Philadelphia, Ohio and Kirby Farms, West Richfield, Ohio)	39,000
RCM Super Rollo (Malone Ranch, Meridian, Miss. to A. H. Karpe, Bakersfield, Calif.) (Polled)	31,200
Gold Colonel (Diamond K R Hereford Ranch, Kingsburg, Calif. to Four Daughters Ranch, Ellensburg, Wash.) (Polled)	29,000
WHF Victor Anxiety 3rd (one-half interest \$14,300) Waterree Hereford Farm, Eastover, S. C. to Double E Ranch, Senatobia, Miss.)	28,600
CMR Mischief Domino 95th (Circle M Ranch, Senatobia, Miss. to C. E. Knowlton, Bellefontaine, Ohio) (Polled)	25,000
SV Choice Domino 154th (Spring Valley Hereford Farms, Poolesville, Md. to C. E. Nance, St. Elmo, Ill.)	25,000
Publican Domino 173rd (Johnston's Squarebilt Herefords, Folsom, N. M. to A. H. Karpe, Bakersfield, Calif.)	23,100
MHR Proud Prince 33rd (Moseley Hereford Ranch, Sacramento, Calif. to Circle L Ranch, Dyer, Nev.)	22,000
HC Zato Larry 25th (Hillcrest to Meadow Hill Farms, Saxtons Hill River, Vt.)	21,500
M Zato Heir 53rd (one-half interest \$10,700) J. P. McNatt, Greenville, Texas, to Jones Hereford Ranch, Rhine, Texas)	21,400
U Royal Mixer 5th (one-half interest \$10,200) (Johnston's Squarebilt Herefords to W. J. Largent & Son, Merkel, Texas)	20,400
CMR Mischief Domino 96th (Circle M Ranch to Santa Fe River Ranch, Alachua, Fla.) (Polled)	20,400
A Choice Domino (Diamond A Polled Hereford Farm, Allendale, Ill., to West Farms, Mt. Carmel, Ill.) (Polled)	20,000
M Zato Heir 45th (one-half interest \$10,000) (McNatt to Premier Hereford Farm, Wolcott, Kans.)	20,000
CMR Royal Larry 3rd (Circle M to Lakeview Farm, Danville, Ky.; Shady Rest Farm, Hodgenville, Ky. and Triple D Hereford Farm, Russell Springs, Ky.) (Polled)	18,000
TR Zato Heir 245th (Turner Ranch, Sulphur, Okla. to Schermerhorn Farms, Inc., Mahanomen, Minn.)	17,000
Larry Mixer Domino 51st (Bridwell Hereford Ranch, Wichita Falls, Texas to Walter Graham, Happy, Texas)	15,600
Hillcrest Larry 125th (Hillcrest to J. M. Draper, Gainesboro, Tenn.)	15,600
Gold Star (Orville Kuhlmann, North Platte, Nebr., to Brownell Combs, Lexington, Ky.) (Polled)	15,000
CVH Domestic Mischief 50th (one-half interest \$7,500) (Crest View Farm, Alpharetta, Ga. to Green Acres Farm, Alpharetta, Ga.) (Polled)	15,000

SALE PRICE

SALE PRICE

Golden Aster 73rd (E. O. Johnson & Son, Milford, Ia. to N. M. Burris, Wichita Falls, Texas)	6,750
HCR Super Larry 4th (E. L. Culver, Pulaski, Tenn., to Fairview Farm, Florence, Ala.)	6,700
S Rollo Domino 5th (DT Polled Herefords, Collierville, Tenn., to O. E. Knollenberg, New Holland, Ill.) (Polled)	6,650
TR Zato Heir 351st (E. L. Culver to Tom Wade, Kenton, Tenn.)	6,600
Hillcrest Larry 121st (Hillcrest to Crest Haven Farm, Knoxville, Tenn.)	6,600
Master Anxiety 7th (Buffington Hereford Ranch, Gunnison, Colo. to Frank Freeman, Colfax, Wash.)	6,500
Zato Heir F (J. F. Ferrell & Son, Elgin, Okla. to Parker Ranch, Chelsea, Okla.)	6,500
Circle H Super Larry R (Circle H to King Roberts, Fuquay Springs, N. C.)	6,500
VH Baca Heir (VelVa Haven Farms to Hamel Hereford Ranch, Griffin, Ga.)	6,500
M Zato Heir 22nd (McNatt to Glenn R. Martin, McCoy, Oregon)	6,500
Royal Larry D 20th (Bridwell to Price Turner, Best, Texas)	6,500
MW Prince Larry 15th (Emmadine Farms, Breckenridge, Mo., to Chas. Deaton, Jr., Rolling Fork, Miss.)	6,500

REGISTER OF VALUE FEMALES

Top quality females are always in demand by breeders striving to improve their breeding herds and last year was no exception to the rule, although no new records were established. Topping the list of Hereford Register of Value females was HC Lady Larry 95th sold by Hillcrest Farms in the International Sale to Bay Manor Farm, Lewes, Del., for \$12,000. J. P. McNatt, Greenville, Texas, sold M Zato Heiress 30th to Herschede Ranch, Hereford, Ariz., for \$9,000 and Circle M Ranch sold CMR Lady Larry 7th to Elm Lake Ranch, Mobile, Ala., for \$8,000. Four females sold in the \$7,000 bracket.

The list of Register of Value females follows:

	SALE PRICE
HC Lady Larry 95th (Hillcrest Farms, Chester, W. Va. to Bay Manor Farm, Lewes, Del.)	\$ 12,000
M Zato Heiress 30th (J. P. McNatt, Greenville, Texas to Herschede Ranch, Hereford, Ariz.)	9,000
CMR Lady Larry 77th (Circle M Ranch, Senatobia, Miss. to Elm Lake Ranch, Mobile, Ala.) (Polled)	8,000
S Silver Lady 21st (Suncrest Hereford Ranches, Phoenix and Springville, Ariz. to Lucky Hereford Ranch, Gilroy, Calif.)	7,700
SV Benefactress 52nd (Spring Valley Hereford Farms, Poolesville, Md. to Circle M Ranch) (Polled)	7,500
EER Victoria Tone 50th (Double E Ranch, Senatobia, Miss., to C. E. Knowlton, Bellefontaine, Ohio) (Polled)	7,400
HC Lady Supreme 10th (Hillcrest to Fair Oaks Ranch, Boerne, Texas)	7,000
WHR Madeline 18th (Wyoming Hereford Ranch, Cheyenne, Wyo. to Lucky Hereford Ranch)	6,600
HC Blanche Axtell 14th (Hillcrest to R. W. Rutledge, New Philadelphia, Ohio)	6,350
BF Donna Rollo 2nd (Brookside Farm, Pottstown, Pa. to C. E. Knowlton) (Polled)	6,000
HC Blanche Axtell 35th (Hillcrest to Bay Manor Farm)	6,000
CMR Advance Larryette (Circle M Ranch to Etowah River Ranch, Cartersville, Ga.) (Polled)	5,850
CMR Lady Larry 66th (Circle M Ranch to C. E. Nance, St. Elmo, Ill.) (Polled)	5,800
HC Blanche Axtell 15th (Hillcrest to Bay Manor Farm)	5,400
Chino Larrybelle (Chino Farms, Chestertown, Md., to Birdwood Farms, Charlottesville, Va.)	5,200
CMR Miss Anxiety 71st (Circle M Ranch to Elm Lake Ranch) (Polled)	5,200
HC Lady Beau S 1st (Hillcrest to Bay Manor)	5,200
HC Lady Larry 123rd (Hillcrest to Bay Manor)	5,200
SV Prima Donna 4th (Spring Valley to Circle M Ranch) (Polled)	5,075
Heifer calf by HC Larry Domino 90th (McCormick Farms, Medina, Ohio to Hi-Point Farms, Romeo, Mich.)	5,050
DCF Lady Larry 4th (Ganier Bros., Percy, Miss. to R. A. Pickens & Son, Pickens, Ark.) (Polled)	5,000
RCM Donna Domino (Malone Ranch, Meridian, Miss. to C. E. Knowlton) (Polled)	5,000
JJ Bluebonnet D 12th (Johnston's Squarebilt Herefords, Folsom, N. M. to Oliver Ranch, Descanso, Calif.)	4,950
HC Lady Larry 61st (Hillcrest to Bay Manor)	4,950
CA Larryette 53rd (Circle A Hereford Farm, Morris, Ill. to Lucky Hereford Ranch)	4,600
HC Lady Larry 87th (Hillcrest to Bay Manor)	4,500
Hillcrest Belle 51st (Hillcrest to Fair Oaks)	4,500
Hillcrest Belle 121st (Hillcrest to Bay Manor)	4,500
Baca S Perfection 20th (Malone Ranch to E. G. Boyd, Dearborn, Mo.) (Polled)	4,500
Karpe's Zato Duchess (A. H. Karpe, Bakersfield, Calif., to Fairmount Ranch, Riverside, Calif.)	4,500
M Lady Cadet (J. P. McNatt to Jones Hereford Ranch, Rhome, Texas)	4,400
WHR Peggy Lou 49th (Wyoming Hereford Ranch to Lucky Hereford Ranch)	4,350
HC Blanche Axtell 31st (Hillcrest to Bay Manor)	4,200
Portage Plusette 47th (Portage Farms, Woodville Ohio to OXO Hereford Farm, Mokena, Ill.)	4,100

Portage Larryette 37th (Portage to McCormick Farms)	4,025
Larry's Lady Domino 44th (Hammon Hereford Ranch, Wichita Falls, Texas to Cravens Ranch, Oklahoma City, Okla.)	4,000
HC Lady Larry R 16th (Hillcrest to Bay Manor)	4,000
HC Golightly 2nd (Hillcrest to McLean Hereford Farms, Orangeburg, S. C.)	4,000
HC Blanche Axtell 16th (Hillcrest to Fair Oaks)	4,000
Lady A Domino (Hillcrest to Fair Oaks)	4,000
HC Lady R Larry 4th (Hillcrest to Fair Oaks)	4,000
HC Lady Larry R 41st (Hillcrest to Bay Manor)	4,000
HC Lady Larry 117th (Hillcrest to Rutledge & McCormick)	4,000
WP Miss America 3rd (Stoney Acres Farm, South Lyon, Mich. to Milky Way Hereford Ranch, Phoenix, Ariz.)	4,000
HC Lady Heiress 15th (Hillcrest to A. C. Huntsinger, Mt. Eaton, Ohio)	3,975
HC Blanche Axtell 36th (Hillcrest to Fair Oaks)	3,950
ALF Lady Return 79th (John M. Lewis & Sons, Larned, Kans. to P. G. Poyner, Escalante, Calif.) (Polled)	3,675
WHR Delsie Minx 1st (Wyoming Hereford Ranch to E. P. Reese, Shoup, Idaho)	3,600
SV Donna 7th (Malone Ranch to C. E. Knowlton) (Polled)	3,600
Larry's Princess 36th (Malone Ranch to Brownell Combs, Lexington, Ky.)	3,550
Super Lady 44th (Hillcrest to Fair Oaks)	3,500
HC Lady Larry 38th (Hillcrest to Bay Manor)	3,500
HC Lady Larry 79th (Hillcrest to Bay Manor)	3,500
HC Lady Larry 97th (Hillcrest to Rutledge & McCormick)	3,500
HC Lady Larry 128th (Hillcrest to Rutledge & McCormick)	3,500
VH Larryette 44th (VelVa Haven Farms, Thomasville, Ga. to Spring Hammock Farm, Leesburg, Fla.)	3,500
MHR Estrellita (Moseley Hereford Ranch, Sacramento, Calif. to Ben F. Smith, Corona, Calif.)	3,500
Birdwood Duchess 75th (Birdwood Farm, Charlotte, Va. to Chino Farms, Chestertown, Md.)	3,325
MW Zato's Larry Ann 16th (Bea-Mar Farms, Washington C. H., Ohio to Hiner-Weaver Herefords, Grove City, Ohio)	3,300
CMR Bonnie Mixer (Circle M Ranch to Ken-Al Ranch, Columbus, Miss.) (Polled)	3,300
WP Baca Miss (Nance Hereford Ranch, Canyon, Texas to Stan-De Ranch, Watova, Okla.)	3,300
CMR Blanche Domino 99th (Circle M Ranch to H & H Ranch, Nesbitt, Miss.) (Polled)	3,250
CMR Blanche Rollo 4th (Circle M Ranch to Midyette Hereford Farms, Tallahassee, Fla.) (Polled)	3,250
CMR Miss Anxiety 59th (Circle M Ranch to Dr. John L. Montgomery, Knoxville, Tenn.) (Polled)	3,250
Baca Lady (Walter Hubbard & Son, Junction City, Oregon to Ed Grath, Turner, Oregon)	3,200
Zato Heiress W 58th (Moseley Hereford Ranch to Circle L Ranch, Dyer, Nebraska)	3,150
CMR Miss Larrytone 7th (Circle M Ranch to Santa Fe River Ranch, Alachua, Fla.) (Polled)	3,100
CMR Donna Mischief 21st (Circle M Ranch to R. L. Whearley, Fort Wayne, Ind.) (Polled)	3,100
Hillcrest Belle 140th (Hillcrest to OXO Hereford Farms)	3,100
WHR Vanity Box 116th (Wyoming Hereford Ranch to O. C. Sykes & Sons, Ballinger, Texas)	3,050
Enid Gem (Spring Valley to Elmwood Farm, Orange, Va. and Riverdale Farm, Charlottesville, Va.) (Polled)	3,050
LS Bluebonnet 312th (Johnston's Squarebilt Herefords to LS Herefords, Merkel, Texas)	3,000
Larry Annette 22nd (Nance Hereford Ranch to Fair Oaks Ranch)	3,000
7 Up Royal Maid 35th (7 Up Ranch, Banner, Wyo. to Gatesford Place, Arlington, Tenn.) (Polled)	3,000
McC Lady Larry Dom. 6th (McCormick Farms to Snyder's Hereford Farms, New London, Ohio)	3,000
SV Lois Ann Mischief 13th (Spring Valley to Circle M Ranch) (Polled)	3,000
MHM Baca R Duchess 4th (MHM Hereford Farms, Pulaski, Tenn. to Maryland Farm, Brentwood, Tenn.)	3,000
Lady Duchess (Master Key Place, Fulton, Mo. to Roy Burch, Peru, Ill.) (Polled)	3,000
MHR Lassie Mixer 3rd (Moseley Hereford Ranch to Raymond Fritz, Chester, Mont.)	3,000
WHF Victoria Tone (Double E Ranch to W. C. Cannon, Kannapolis, N. C.) (Polled)	3,000
EER Victoria Tone 52nd (Double E Ranch to W. C. Cannon) (Polled)	3,000
EER Victoria Duchess 2nd (Double E Ranch to Battleground Farm, Freehold, N. J.) (Polled)	3,000
CMR Miss Anxiety 57th (Circle M Ranch to W. S. & C. H. Satterfield, Tulsa, Okla.) (Polled)	3,000
DCF Lady Larry 2nd (Ganier Bros. to Mrs. Lillian Flood, Simms, Texas) (Polled)	3,000
Tama Lady 5th (Bea-Mar Farms, Washington C. H., Ohio to Kirby Farm)	3,000
MF Belle Perfect 19th (Evermere Farms, BelAir, Md. to Joseph M. Taylor, Pittsburgh, Pa.) (Polled)	3,000
HC Miss Larry M 9th (Hillcrest to Bay Manor)	3,000
Sears Heiress (Hillcrest to Bay Manor)	3,000
HC Woodford Lady 22nd (Hillcrest to Bay Manor)	3,000
HC Lady Supreme 7th (Hillcrest to Fair Oaks)	3,000
HC Lady Larry 14th (Hillcrest to Bay Manor)	3,000
RCM Rollo Blanche (Malone Ranch to Leo Knox, Crockett, Texas) (Polled)	3,000
RCM Bo. J. Avanelle 2nd (Malone Ranch to Bundrick Farms, Shreveport, La.) (Polled)	3,000

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National Auction Company sold 136,870 head for an average of \$637, while those sold by others averaged \$471. This is \$166 MORE per head over this eight year period for Hereford breeders who chose NATIONAL to handle their sale. The Herefords sold by NATIONAL brought 44.5% of the total revenue while selling only 37.2% of the total head.

EIGHT YEAR SUMMARY

	No. Head	Total Amt.	Avg. Price
Sold by National	136,870	\$ 87,161,018	\$637
Sold by others	230,898	108,773,167	471
Total for U. S.	367,768	195,934,185	538

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DOROTHEA GRIFFIN LAWN, TEXAS

Texans Invited to New Mexico State Fair

TEXAS livestock exhibitors are invited to exhibit and attend the 1954 New Mexico State Fair to be held in Albuquerque, September 25-October 3, 1954. This invitation comes from Mr. Leon H. Harms, secretary-manager of the fair, who advises exhibitors to get their entries in by September 13.

Registered beef cattle and Quarter horse breeders from many parts of Texas have exhibited at previous fairs and it is hoped they will all plan to go back this year.

The beef cattle show will be judged Wednesday, September 29, starting at 8:00 a. m. The catalogue carries the regular show classifications for Herefords, Angus and Shorthorns with cash premiums paid for nine places in each class. There is a \$45.00 top for first place, and banners given to the winners of champion and reserve champion awards in each breed. There is also cash prizes offered to herdsmen, with all herdsmen competing against each other regardless of breed.

Palomino halter classes will be judged Tuesday morning, September 28, starting at 9:00 a. m. Quarter Horse halter classes will be judged Thursday morning, September 30, starting at 9:00 a. m. There will be performance classes for both Quarter Horses and Palominos as well as a championship cutting horse contest. Beautiful trophies will be given the champions besides the cash premiums given to five places in each class.

Visitors and exhibitors will find plenty of entertainment during the nine days the fair is open. Horsemen will be particularly interested in the nine days of racing plus the nine night performances of the championship rodeo. There will be many important Quarter Horse races during the meet, including the Shue Fly; State Fair Stallion Stakes; Quarter Horse Derby; New Mexico Quarter Horse Futurity for two year olds; Championship Quarter Horse Handicap and the Winner Take All Race the final day.

XIT Reunion August 9-10

THE annual XIT reunion, to be held at Dalhart, Texas, August 9-10 will afford another opportunity for former XIT cowhands to rehash bygone days and enjoy two days of typical western entertainment. Three amateur rodeos are scheduled and there will be two dances and a barbecue.

The XIT Cowboy Reunion Association will hold its meeting the evening of August 9 and the oldtimers will be honored guests in the parade the following morning.

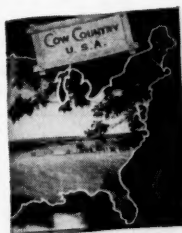
THE CATTLEMAN'S ANNUAL HORSE ISSUE

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**Statues of Borglum Beau Perfection Will Be
Awarded as Trophies at South Texas
Hereford Show at Beeville**



LINCOLN Borglum, sculptor of Beeville, Texas, and son of the late Gutzon Borglum, who designed and engineered the famous Mount Rushmore carvings of four presidents in the Black Hills, has come up with what is believed to be the ideal Hereford bull—Borglum Beau Perfection. This miniature of a Hereford bull incorporates all the desired characteristics of the breed, and rightly so, for Borglum had some of the best Hereford authorities in South Texas to help him, in fact, they even did some of the preliminary clay work.

Cooperating with Borglum were Bob Webb, Berclair, president of the South Texas Hereford Association; Ed Neal, secretary of the association and animal husbandman at the Beeville Experiment

Borglum Beau Perfection, the ideal bull, being posed for judging by the herdsman. Notice the comb and brush in the herdsman's pockets.



Station; Freddie Hobrecht, who knows exactly what an animal should eat, how much and when; Ted Scott, foreman for Claude E. Heard's Flying V Ranch near Beeville; Jack Forgason, Bee County agricultural agent; and numerous other Hereford authorities.

With all of this expert research and assistance it is no wonder that Borglum Beau Perfection has the color and mark-

ings of a true Hereford as well as the right conformation, weight, size and depth of body. However, many months of painstaking labor under the critical eyes of the experts were required before Borglum was ready to make the mold that would start turning out ideal Hereford bulls by the dozens.

Borglum says it takes about five days to turn out one of the small statues.

JACK BOYD RECALLS HOW HE GOT STARTED RANCHING

SWEETWATER, TEXAS—When Jack Boyd was a youngster he herded goats for 3 weeks and received as payment three Nanny goats and a Billy. This gave him his start with goats.

Later he added some cattle, and today Jack runs cattle, sheep, and goats. He buys southern cattle, mostly steers, and goes up hill with 'em. Cattle are wintered in Texas and summered in the Oklahoma Osage. From there they go to the packer in Kansas City as grass-fat stuff.

"It was kind of funny how I was introduced to Purina," Jack explained. "Had a fellow working for me, and he got hold of some Purina somewhere. He came to me and asked, 'Where did you get that Checker-board feed?'"

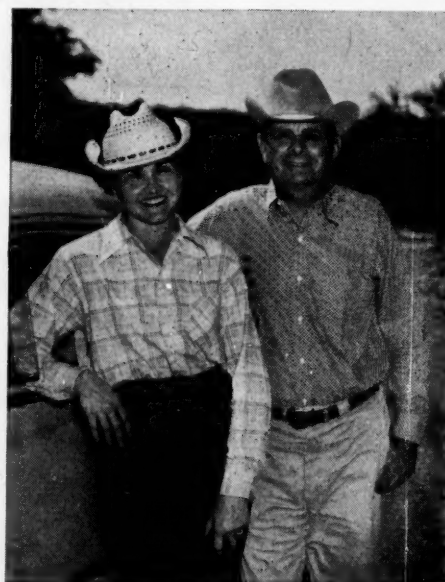
"I said, 'Don't know. Why?' The fellow said, 'It's mighty good feed. I've

been testing it, and the cows just give more milk. If I put 'em on cottonseed, they go downhill. But when I switch 'em back to Purina, up they go.'

"That was 15 years ago," Jack continued, "and I've been with Purina ever since. In my estimation there's just no other feed that compares to Purina Range Checkers."

Jack has been following a strict program of range conservation for the last 7 years. This includes cedar eradication and rotation grazing for all livestock. He now figures that most of his ranch will carry one cattle unit to 11 acres.

"I've always figured a ranch just like a car. You've got to take care of it so it'll take the wear and tear," Jack emphasized.



Mr. and Mrs. C. E. "Jack" Boyd view Bird's Nest Bluff, one of the many scenic spots on their ranch.

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**BOOK PURINA RANGE
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YOUR PURINA DEALER'S**



Each model, after it is taken out of the mold, must be cooked twice in an oven at more than 1,900 degrees. The heating requires six hours and the cooling takes another six hours. Five applications of red paint must be applied to each statue to get the characteristic red color of the Hereford. And when the red portion of the coat is finished, clear white varnish is applied to the white portions of the body.

President Webb of the South Texas Hereford Association, says the small statues mounted on attractive pedestals will be used as trophies at the annual Hereford Show at Beeville this year replacing the conventional banners heretofore presented to exhibitors of champions of the show. The new trophies will also be given to top winners in the show cattle classes, the fitted sales cattle classes and the pen classes. Trophies for the pen classes will have three animals on the pedestal, signifying a pen of three in this division of the show.

Borglum recently fashioned a replica of a herdsman to go with the ideal bull. Standing beside Borglum Beau Perfection, the herdsman looks like a typical handler of cattle in the show ring—a tall, slender cowboy sort of a person, with comb and brush sticking out of his back pockets and the tight Levis emphasizing his lean figure. The herdsman will be included in the statuettes to be awarded as trophies at the show.



Another view showing the herdsman posing Borglum Beau Perfection.

To increase the idea of realism, Borglum Beau Perfection wears a real leather halter, conceived by Freddy Hobrecht and made by Jaime Duffy, a Beeville girl. Hobrecht attached the halter to a small silver chain which the herdsman holds in his hand.

Borglum and his assistants are now planning on creating an ideal Hereford cow, one that will bring out all of the feminine beauty of the animal and be a companion for Borglum Beau Perfection.

Atomic Rays Held Blameless In Cattle Deaths

THERE is no underestimating the dangers of atomic radiation, but in at least one case the deadly rays of the thermonuclear explosion have been absolved of responsibility for the deaths of animals grazing in the vicinity says a release by the American Veterinary Medical Association.

A report in one of the veterinary medical journals cites the case of several cows and calves found dead on a range 30 to 60 miles north of a test bomb site in Nevada. Ranchers claimed the deaths were due to atomic radiation.

Superficial evidence seemed to support their claims. Measurable activity was present in the skin and bones of the dead animals. Some showed evidences of keratitis, and they had been on poor range.

Later, autopsies showed acute vitamin A deficiencies, and evidence collected from study and experiment indicate that causes other than radiation were responsible for the deaths.

Authors of the report emphasized the need for careful survey in instances where radiation is suspected as the cause of animal losses. Measurable radioactivity at examination is not conclusive, they say. Wild horses have been found with numerous burns from beta rays, yet were clinically normal.

"I RECOLLECT BUYING AND SELLING CATTLE FOR 3¢ IN 1921-22"

AUSTIN, TEXAS—"I've seen some ups and downs in this cattle business," Stayton Lindeman explained, "and I haven't been around as long as a lot of these fellows.

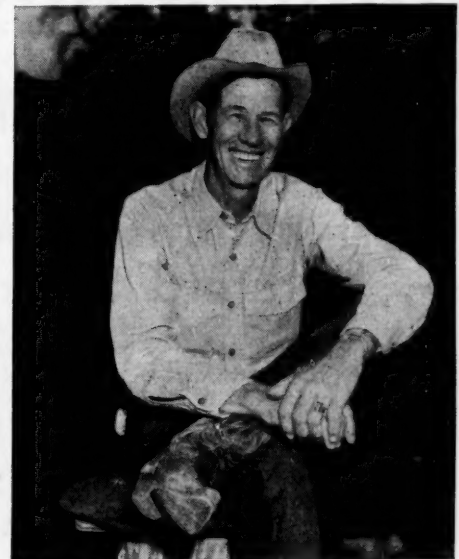
"But the cattle game is just like everything else," he continued. "A man can't be in and out. He has to stay with it to make money." Stayton recalled that he bought and sold cattle after the "bust" in 1920-21 for 3¢ a pound.

For years Stayton considered himself strictly a cattle trader. If he saw a bunch of cattle with a future, he'd buy 'em and take his chances on selling at a profit. But in recent years he's curbed his trading instincts, and today runs a cow herd, some goats, and sheep.

"I got sold on Purina Range Checkers after running a comparative test against cottonseed cake. I put my dry stuff on cottonseed cake and the cow herd on Range Checkers. I was amazed and completely sold on Purina when the cows suckling calves did better on Range Checkers than the steers on cake."

Lindeman pointed out that he feeds Range Checkers to a lot of young stuff right on through the summer. "I've found that the condition cattle build on Range Checkers carries right on through to grass. This makes 'em get off faster when grass comes."

With a big grin, Stayton remarked, "I like raising cattle. It's been my life, and in spite of its ups and downs, I wouldn't trade it for any other life."



Stayton Lindeman comes from an old-time ranching family. His grandfather, Jim Byler, made several trips up the trail.

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TOP NOTCH

RANGE BULLS

That Are Half Brothers to the

Fort Worth Grand Champion Hereford Steer of 1952

When you're selecting a bull, you buy the bull that can give the most profitable return in the long run. In terms of results, the cheapest is seldom the best, but the best is usually the cheapest. Something to think about when buying a bull, isn't it?

HERD SIRES

ASTER DOMINO 30th 4755611 ASTER DOMINO W 8th 6801934
HUSKY TRUE MOLD 2d 7190707
LS PRINCE PUBLICAN 154th 7110579

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Texas Register of Merit Shows and Standings

THE Texas Hereford Association has designated 13 shows as Texas Register of Merit shows, where Texas breeders may show their cattle and achieve recognition from the winnings of the get of their sires and dams. A breeder must show in at least three of the 13 designated shows and if he shows in more than three, the top three scorings on each animal will be eligible for recognition. When a bull has accumulated 100 points through the showing of five or more of his get and when a cow scores 25 points through two or more of her calves, these animals are then placed on the Texas Register of Merit. Only individual classes, championships and reserves and senior get of sire are figured in the scoring.

Following are the shows designated as Texas Register of Merit shows for the coming season:

Southwestern Exposition and Fat Stock Show, Fort Worth.

State Fair of Texas, Dallas.

Texas-Oklahoma Fair, Iowa Park.

Amarillo Fat Stock Show (spring), Amarillo.

Houston Fat Stock Show, Houston.

San Antonio Livestock Exposition, San Antonio.

State Hereford Show at Beeville in 1954.

Heart O' Texas Fair, Waco.

Corsicana Agricultural and Livestock Show, Corsicana.

East Texas Fair, Tyler.

South Texas Hereford Show, Beeville (except 1954).

Tri-State Fair (fall), Amarillo.

Sand Hill Hereford Show, Odessa.

Arlidge Ranch, Seymour, stands at the top of the Texas Register of Merit after the first season's showing, through the winnings of the get of BR Proud Mixer with a total of 95 points. TR Zato Heir 27th, owned by J. P. McNatt, Greenville, was in second place with 85 points and MW Prince Larry 67th, owned by Jones Hereford Ranch, Rhome, was in third place with 75 points.

Other sires in order of their winnings follow:

4. Larry Mixer Domino, Bridwell Hereford Ranch, Wichita Falls, Texas, 51 points.

5. Dandy Larry Domino 61st, Tomie M. Potts, Memphis, 47 points.

6. MW Larry Mixer 10th, Jim Hering, McGregor, 45 points.

7. CW Prince Domino 21st, W. J. Largent-Roy Largent, Merkel, 39 points.

8. Mixer Royal B. 7th, O. H. McAllister, Rhome, 37 points.

9. MW Larry Mixer 1st, Fulwiler Herefords, Abilene, 35 points.

10. U Royal Mixer 5th, W. J. Largent & Son, Merkel, 32 points.

11. TT Royal Triumph, Straus Medina Hereford Ranch, San Antonio, 32 points.

12. Circle H Larry 66th, Stanton's Hereford Ranch, Johnson City, 25 points.

13. Prince Publican 85th, Stanton's Hereford Ranch, Johnson City, 25 points.

IN-EVERY-TABLE-WE-ARE

LISTED



1954



- ★ Third ranking Polled Hereford Sale
Average \$2,015—
- ★ Fifth ranking sale average of all Hereford sales—
- ★ Third ranking Polled Hereford Bull
Average \$3,747—
- ★ Fourth ranking bull average of all Hereford sales—
- ★ Third ranking Polled Hereford Female
Average 1,582—
- ★ Third ranking female average of all Hereford sales—
- ★ Third top selling Polled Hereford Female—\$7,400—
- ★ Sixth ranking Hereford females of all Hereford females sold
at auction—
- ★ Listed in Gross Proceeds—
- ★ Listed in Register of Value Bulls—
- ★ Listed in Register of Value Females—

FOREMOST



DEPENDABLE POLLED HEREFORD

DOUBLE E E RANCH

SENATOBIA, MISSISSIPPI

ED & NELL MOORE

EARL PURDY

INFLUENCE IN
OTHER HERDS IN
1953

Reserve Champion bull at Louisiana PHA
Show was EER Plato Aster 24th.

Top female and top bull of the Aywon Polled
Hereford Sale, Union, Mo., of October 14,
1953, were granddaughter and grandson of
Popeye.

Top selling bull at \$2,000 in the L. J. Hand
sale, West, Miss., was EER Victor Rollo 7th.

Champion bull at Piedmont Hereford Show at
Spartanburg, S. C., in horned competition was
son of Slick, WHF Victor Anxiety 3rd, shown
by Waterree Hereford Farm.

Top of sale at North Carolina PHB Second
Annual Sale was granddaughter of Popeye.

Three top selling animals at Keystone PHA
sale, Butler, Pa. All carried Double E breed-
ing (all were sired by HSF Beau Victor 2d).

Champion Steer at 17th Annual Mid-South
Livestock Show, Memphis, Tenn., was sired by
EER Beau Perfect. Grand champion over all
breeds (over 200 steers showing).

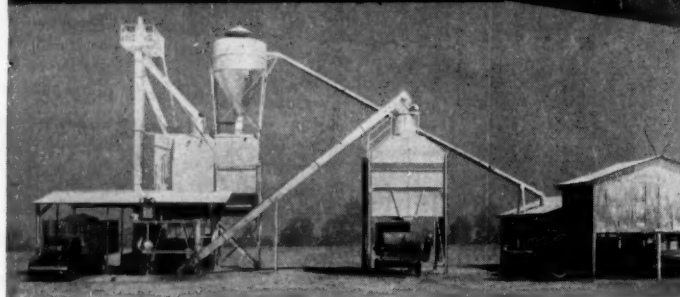
LVF Victor Domino 4th, grandson of Popeye,
Reserve Champion bull and top-seller; Ken-
tucky PHA Spring Show and Sale.

Top selling female and granddaughter of Pop-
eye was Watson's Victoria 3d at \$1,700 at
Ohio. Watson's Polled Hereford Sale, Senecaville,

Top selling female at O'Bryan Ranch Calf
Sale, Hiattsville, Kansas—O Lady Lou 18th
by EER Victor Tone 4th.

Yes—There are many more cases where
EER influence excelled in 1953—Space
will not permit listing here.

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Brady.....	Otto Frederick	Mason.....	Milton E. Loeffler	Uvalde.....	W. F. Hare
Del Rio.....	Grady Lowrey	Ozona.....	Houston S. Smith		

14. MW Larry Domino 30th, Bridwell Hereford Ranch, Wichita Falls, 12 points.

15. Straus Royal Domino 7th, Straus Medina Hereford Ranch, San Antonio, 11 points.

16. CR Larry Domino 16th, Tom B. Medders & Son, Wichita Falls, 7 points.

Big Feeder Cattle Shows for Chicago This Fall

TWO big feeder cattle shows are scheduled for Chicago in the early fall—the tenth annual Chicago Feeder Cattle Show and Sale, October 28 and 29, and the special September show and sale, introduced last year to be held September 23 and 24.

The October show is the country's largest. Cash prizes of \$5,600 are offered by the Union Stock Yard and Transit Company, sponsors, and by the Aberdeen-Angus, Hereford, and Shorthorn breed associations.

There will be classes for carloads of steer and heifer calves and yearling steers and heifers, consisting of 20 head to the load.

Cash prizes on calves extend down to 15 places with an award of \$170 for first place. The winning load of yearling steers will receive a prize of \$110 and awards will continue through the ten highest placing loads.

In the September show the classification is for steer and heifer calves, yearling steers and heifers, and 2-year-old steers.

Both events will conclude with auction sales of all cattle shown that will extend through two days of selling if entries match last year's large numbers.

The September show drew 185 carloads, mostly yearlings and two-year-olds, and the October event 377, the largest part of which were calves. The combined sale return of both auctions was \$1,260,000, the management reports.

Premium lists and entry cards are available on request to the Chicago Feeder Cattle Show, Room 118 Exchange Building, Union Stock Yards, Chicago 9.

Austin Livestock Show Dates February 28-March 6

TRAVIS LaRUE, president of the Capital Area Farm and Ranch Club, has announced February 28-March 6, 1955, as the dates for the Austin Livestock Show. The Farm and Ranch Club will again sponsor the show. LaRue said there would be a greatly increased premium list for the 1955 show which will feature classes for both adult and junior breeders.

The Capital Area Aberdeen-Angus Association will hold an Aberdeen-Angus sale in conjunction with the show.

The theory that trace minerals in a ration will prevent brucellosis in cattle has been disproved. The inclusion of these elements in livestock feed is, however, helpful in some nutritional respects.



FROST FOUNDATION FEMALES

**BEST FOR THE BREED
BEST FOR THE BREEDER**

STRAIGHT ANXIETY 4th HEREFORDS

JACK FROST RANCHES

Office: Tower Petroleum Bldg., Dallas, Texas

WHITE HAT RANCH
Blackwell, Texas

ESKIMO RANCH
Hereford, Texas

BANDY RANCH
Rotan, Texas

WE STILL HAVE

a place in the SUN



TR ZATO HEIR 27th

We have lost a great sire, but we feel fortunate in having top sons of his to carry on in our herd. We feel his sons will carry on those prepotent characteristics that made for the "27th" such a remarkable record before he died at 5 years of age.

with these three sons of TR ZATO HEIR 27th

★ M ZATO HEIR 7th

A full brother of M Zato Heiress 30th that was undefeated last show season, winning grand champion female honors at Fort Worth and reserve champion at Phoenix and Denver and selling in our sale for \$9,000. He has type, size, bone, good legs, excellent head and yellow color. We expect a lot from this top bull. Owned jointly with Herschede Ranch, Hereford, Ariz.

Calved November 1, 1951

TR Zato Heir 27th 5894391	{ TR Zato Heir 5380000 Delsona T. 102d 3510788	{ H&D T. Lad 105th Leola Flowers Hazford Rupert 81st Miss Pub. Dom. 3d
Carlos Donlette 5145789	{ BHR Prince 4th 3686147 Faith J. 3536129	{ The Pr. Dom. 30th Donlette Domini Junior Mischief Blanche Dom. 59th

★ M ZATO HEIR 41st

Another top son of the "27th" that carries a tremendous bone and has a lot of Quality. His full brother sold in our last sale for \$5,300. A good prospect backed up with prepotent bloodlines.

Calved May 6, 1953

TR Zato Heir 27th 5894391	{ TR Zato Heir 5380000 Delsona T. 102d 3510788	{ H&D Tone Lad 105th Leola Flowers Hazford Rupert 81st Miss Publican Dom. 3d
RAF Miss Silver 2d 6205081	{ RAF Real Silver Dom. 5046295 Miss B. Tone 46th 3821146	{ Real Silver Dom. Belle Dom. 227th Windsor Tone Miss Domino H. 121st

★ M ZATO HEIR 45th

Note this son of the "27th" is a double-bred Hazford Rupert 81st. A half interest sold in our last sale to Premier Hereford Farm, Wolcott, Kansas, for \$10,000. He is truly an outstanding prospect.

Calved May 20, 1953

TR Zato Heir 27th 5894391	{ TR Zato Heir 5380000 Delsona T. 102d 3510788	{ H&D Tone Lad 105th Leola Flowers Hazford Rupert 81st Miss Publican Dom. 3d
Delsona T. 273d 5284208	{ Hazford Rupert 81st 2348825 Miss Julia 6th 2978800	{ Hazford Rupert 25th Delsona Hazford Tone 140th Miss Julia 2d

OUR 1954 SALE GAVE US A PLACE IN



LISTED IN
EVERY TABLE
IN 1954

Highest average Hereford sale in Texas history

(breaking the record set in 1953 by our own sale)

- ★ Top Ranking horned Hereford Register of Value Sale average \$2,282
- ★ Third Ranking of all Hereford Sale averages
- ★ Second Ranking horned Hereford Register of Value Bull Sales, 22 head averaged \$3,672
- ★ Fifth Ranking of all Hereford Sales for Bull average
- ★ Third Ranking horned Hereford Register of Value Female Sales, 35 head averaged \$1,408
- ★ Sixth Ranking of all Hereford Sales for Female average
- ★ Second Top Selling Female @ \$9,000
- ★ Register of Value Sale, Gross Proceeds, 57 Head totaled \$130,060
- ★ Four listings Register of Value Bulls @ \$21,400, \$20,000, \$11,000 and \$6,500
- ★ Two listings Register of Value Females @ \$9,000 and \$4,400
- ★ 19 Sons of TR Zato Heir 27th sold in our sale for \$78,100 overaging \$4,111

Emerald Bar S Ranch, Campobello, S. C., recently purchased from Jack Ellis, Wichita Falls, Texas, a half interest in a 14-month old son of the "27th" for \$20,000. We believe this to be a new record price for a bull of this age.

J. P. McNATT,
Owner

McNATT HEREFORDS GREENVILLE, TEXAS

R. M. HALL,
Mgr.

Factors Involved in Marketing Slaughter Steers

Texas A. & M. College Authorities Report On Tests Conducted On Cattle Fed and Marketed by Beeville Station

E. M. NEAL, R. A. HALL and J. H. JONES

Respectively, Assistant Animal Husbandman and Superintendent Substation No. 1, Beeville, Texas; and Professor, Department of Animal Husbandry, College Station, Texas.

THERE are several ideas on how to reduce shrink of slaughter cattle en route to market, but possibly the best means of getting a low shrink is to have the cattle fat and to get favorable weighing conditions. This is the general conclusion drawn from marketing records from 1947 through 1953 for steers fed at the Beeville station. The steers were marketed in San Antonio except for 1948 and 1952 when they were marketed in Fort Worth.

It has been assumed, without having control groups to check, that steers filled on dry hay for one to three days prior to shipping would shrink less than steers continued on the full-fed concentrate ration with silage as the roughage. Com-

parative figures for steers fed in 1953 do not support this theory.

Six test lots of 10 steers each in 1953 were divided equally into two groups according to weight and ration. Group A was continued on the regular ration of silage and concentrates. Group B was fed dry hay instead of silage and the concentrates were reduced one-half beginning with the evening feed of December 4. The steers were trucked to San Antonio and weighed for sale December 7 at 1:30 p.m.

The 30 steers fed the regular ration had a shrink of 5.54 per cent, and the 30 fed hay had a shrink of 6.00 per cent. The steers were not fed at the San Antonio yards, but had access to water. They averaged 1,084 pounds at the station and the dressed yield, basis warm

carcass and market weight, was 64.1 per cent.

Marketing Conditions in Other Years

In July, 1947, 20 steers were sold off of Sudangrass and were weighed in San Antonio. The average weight at the station was 820 pounds, the shrink was 9.39 per cent, and the dressed yield, basis warm carcass and market weight, was 55.6 per cent. These steers had grazed Sudan and poor stubble fields in 1946, then grazed oats and Sudan in 1947. They were not fed hay prior to shipment or after delivery to San Antonio. They were loaded at 6:00 p.m. July 13 and were weighed in San Antonio at 3:30 p.m. July 14.

The 23 steers were fed in drylot for four months after removal from Sudan. These steers were the light end of the group handled in 1946-47. They received a ration high in roughage for the first two months and a ration high in grain for the last two months. They were loaded at 6 p.m. and were weighed in San Antonio at 9:30 a.m. the following day. The steers averaged 925 pounds at the station, had a shrink of 6.7 per cent and a warm carcass yield, basis market weight, or 60.4 per cent. Concentrates were full fed the morning before loading but the silage was reduced one-half and dry bundles were full fed.

The carcasses of the fed steers averaged 108 pounds more than the carcasses of the Sudan steers and were of

NOW IN SERVICE ... PERFECTLY DEPENDABLE in every way!

Oct. 27, 1951

Pioneer Shadow 75th 5665216	{ Pioneer Shadow 50th 4680132 Belle Domino 2d 3827965 FP Domino 4th 4270155 Lady Domino 12th 2987429	{ Pioneer's Shadow Hesser Aster 3d Pioneer Onward Belle Domino Anxiety Domino 2d Dona Mischief 43d Domino Lad 276th Goldenglow
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DHR PIONEER SHADOW

Miss WS Domino 23d
5418133

A promising young bull that carries great thickness from end to end, under a coat of light-curly hair. He has good bone and a straight leg on every corner. A smooth bull with an outstanding rear quarter.

March 5, 1946

Colo. Dom. K-195th 3473809	{ Colo. Dom. E-10th 2693740 Prince Dom. 182d 2098268 Colo. Mischief 13th 2317458 Prince Domino 777th 2581687	{ Prince Domino 101st Princess Dom. 490th Dandy Domino 2d Mischief Aster Mischief Mixer 28th Princess Dom. 45th Prince Domino 101st Mischief Lass 9th
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MILL IRON A-516TH

Colo. Miss J. 121st
3197440

A ton bull with as impressive a breeding head as they come. Yellow, good leg and bone—very deep bodied, and long hipped. He carries Dandy Domino 2d five times in his pedigree.

Aug. 18, 1950

Wyoming Anxiety 2d 5141069	{ Real Anx. Dom. 95th 4301528 Miss Wyoming 118th 4123213 Bright J. Mixer 2d 3908356 Wyoming Princess 3138995	{ Real Anxiety Jr. Donna Mischief B. 13 Adair D. 110th Dewdrop 8th Bright Anxiety M. Belle Mixer 4th C. R. Tommy Dom. Dudley's Anita 6th
-------------------------------	---	---

WYO ANXIETY 100TH

Princess Mixer 1st
4849989

Weighing a ton—this good-headed bull is big, smooth and powerfully built. Has great bone and thickness and carries good depth. He is light-colored with splendid lines.

Jan. 6, 1948

Mischief D 17th 2907053	{ Mischief D 2385596 Cora D 1931812 Prince Axtell 3059559 Miss Springvale 149th 3123048	{ Diamond Chief Agnes Mischief Diamond Jr. Fay Mischief 2d Prince Dom. Axtell 33d Gwendoline 76th Timberline 89th Miss Springvale 28th
----------------------------	--	---

MISCHIEF D 11TH

Miss Springvale 158th
3844375

A real fleshing bull with style and size. Tremendous in the heart—and deep throughout. Straight legs and mellow hided. He's light in color and tops in pedigree.

See their calves this fall. They're out of our

REAL PRINCE DOMINO 33rd and ANXIETY 4th COWS

DAMERON HEREFORD RANCH

Wm. S. DAMERON, MANAGER

PHONES 2132-2137 HEREFORD, TEXAS BOX 428

BREEDERS OF Dependable Registered Herefords SINCE 1915

for top
quality...



★ **JHR
LARRY DOMINO
2nd**

A new addition to our bull battery purchased from Jones Hereford Ranch. He is by MW Larry Domino 73rd and out of an own daughter of JHR Prince's Mixer. He is truly a top individual.



★ **LARRY
MIXER
DOMINO
54th**

Owned jointly with Texas Hereford Ranch, Round Mountain, Texas. He is by Larry Mixer Domino and out of an own daughter of Larry Domino 50th. He has the size and beef qualities you will like.



Above: Domestic Mischief 97th, sire of
JFG DOMESTIC MISCHIEF 125th

This good sire was purchased from Jim and Fay Gill and is being mated to our Domestic Mischief and Bonnie B Domino females. A top son of Domestic Mischief 97th, he is the kind of a bull that is making a great contribution to our herd.

★ OJR PRINCE DOMINO C	OJR Royal Prince 4th 4812177	OJR Royal Prince 4093453	OJR Royal Dom. 56th
Miss Royal 12th 4369966	WHR Vega Dom. 49th 2591201	OJR Vega Dom. 2nd	OJR Vega Dom. 2nd
	OJR Royal Dom. 46th 3266410	WHR Miss Superior 9th	Star Domino 6th
	Lady Domino 1st 3294903	WHR Royal Dom. 51st	WHR Roy. Heiress 123d
		Hercules Domino	Mina Everett

Another top bull we recently added to our bull battery. Note his outstanding breeding. He and these other sires give us a truly top notch bull battery.



Horseshoe D Ranch
JOHNSON CITY, TEXAS

J. T. AND BOB DUKE, Owners

E. R. FURBER, Manager

JIM PHELPS, Herdsman

higher grade. Station weights favored the fed steers by 105 pounds per head, market weights by 120 pounds and selling price by \$3.58 per cwt.

Forty-four steers fattened in drylot in 1948 for 138 days were shipped to the Fort Worth market. They were fed Hegari bundles instead of the regular morning feed before loading in the afternoon. They arrived in Fort Worth in about 30 hours and were weighed for sale 10 hours later. They were watered and fed after arrival. The average weight at the station was 972 pounds. The shrink was 6.58 per cent and the yield of warm carcass, basis market weight, was 63.7 per cent. These steers were of Choice grade.

Under certain conditions, steers may

be marketed with a light shrink. This was the case with 42 steers fed in drylot in 1949 for 90 days and sold at San Antonio. The steers were loaded at 5:00 p.m. and weighed in San Antonio at 8 a.m. the next day. Half the morning feed was allowed and ground Atlas sorghum bundles were fed in successive small amounts with one-fourth pound of cottonseed meal fed about 3 p.m. The steers were well filled before loading. The steers averaged 939 pounds at the station, had a shrink of 3.83 per cent and a warm carcass yield, basis market weight, of 60.8 per cent. The shrink was light for cattle grading Good.

Steers of the higher grades usually shrink less than steers of lower grades, but exceptions occur. The 63, 1950 steers

fattened in drylot for 150 days, and of Prime and Choice grade, had a marketing shrink of 5.74 per cent. The steers were trucked from the station at 6 p.m. and were weighed at noon the following day. No special feeding measures were used.

However, two pounds of dry roughage were fed in addition to the silage, grain and cottonseed meal during the last 56 days of the feeding period. The steers averaged 1,062 pounds at the station and had a yield of 63.8 per cent, basis warm carcass and market weights.

There was about one per cent less shrink for 65 steers handled in 1951 than for the 1950 steers. These steers were fed for 148 days. Before loading, they were allowed a two-day conditioning period in which the regular ration was reduced 30 per cent and ground and unground sorghum bundles were fed free choice. They were trucked to San Antonio and weighed under the same conditions as the 1950 steers. The average weight at the station was 1,113 pounds, shrink was 4.67 per cent and warm carcass yield was 63.7 per cent.

The 63, 1952 steers were fed 6.8 pounds of concentrates daily for the last 44 days on Sudan pasture and then were full fed in drylot for 120 days. They were trucked to Fort Worth starting at 4 p. m. and were weighed off trucks about 10 a.m. the next day. The average weight at the station was 1,173 pounds, shrink was 5.03 per cent and yield of warm carcass was 64.6 per cent. Sorghum hay was fed free choice and the regular ration was reduced by one-half for two days before loading.

Summary and Recommendations

The average shrink of 360 fed steers marketed from the Beeville station from 1947 through 1953 was 5.4 per cent. One group of 20 yearlings which were moved to market from Sudangrass averaged 9.39 per cent shrink. The 360 fed steers averaged 1,003 pounds market weight and dressed 63.4 per cent, basis warm carcass and market weight. Most of them were of Choice grade. The steers were well finished except in 1947 and 1949.

The practice of reducing the concentrates and silage in the ration for one or two days before shipment is well regarded, although the limited data do not show an advantage for it. However, steers usually arrive at the market cleaner and cooler than when continued on full feed until shipment.

Feeding carbonaceous hay of good quality for a week in advance of movement from green pasture, such as oats or Sudan, is desirable when practicable.

An excessive loss of body fluids is a disadvantage to both shipper and buyer. Some buyers prefer to water, feed and rest Choice grade cattle for one or two days before slaughter in order to restore body fluids. Even fat, heavy steers may shrink 10 to 12 per cent after being in transit 28 to 36 hours. Such cattle, if given water, rest and a feed similar to their previous ration will regain weight and may show only four to five per cent shrink from the point of origin.

★ THIS GRANDSON OF TR ZATO HEIR NOW SERVES IN OUR HERD ★



M ZATO HEIR 21st

Calved November 3, 1952

★ TR Zato Heir 27th 5894391	TR Zato Heir 5380000	H & D Tone Lad 105th Leola Flowers
	Delsona T. 102d 3510788	Hazford Rupert 81st Miss Publican Dom. 3d
	Modest Superior H 20th 3077231	Blanchard Domino 2335158 Belle Blanchard 26th Modest Superior 1956187 Superior Anxiety Jr. Lucile

We are depending on this outstanding son of the great TR Zato Heir 27th to build a great herd of Herefords. He has everything! Depth, extreme thickness, lots of bone and is exceptionally good headed. You are invited to visit us and see this great bull and the good cattle in our breeding herd.

VISITORS WELCOME

Dr. W. F. HART Gladewater, Texas

Farm located 4 miles west of Gladewater on U. S. Hwy. 80

a name to remember . . .



★ H & D REAL SILVER DOM. 149th

Real Silver Dom. 69th 5960248	Real Silver Dom. 105th 4612887	Real Silver Dom. 44th 3317191	Real Dom. 51st 3317191
	Jeanne Bennett 287th 4629205	Rose Mischief B. 2d 3431822	Daisette Silver Domino 25th
		Mischief Domino H. 4612534	Rose Mischief B. Rosalines Lad
		Jeanne Bennett 158th 3312637	Bell Bennett 400 Diamond 10th
			Jeanne Bennett 19th
Jeanne Dom. 268th 4371203	Young Mixture 50th 2857388	Don Axtell 16th 2073242	Young Axtell Capitola 100th
		May Day 41st 2342948	Donna's Domino May Day 23d
	Jeanne Domino 56th 2819603	Rosaline's Lad 2304327	Dandy Blanchard Rolaline 2d
		Olive Domino 1781585	Rex Domino Miss Fairfax 9th



★ AB-L ZATO HEIR

Hillcrest Larry 4th 6000000	HC Larry Domino 12th 5000000	MW Larry Domino 12th 3535023	Larry Dom. Belle Dom. 2d
	Blanch Adv. Domino 4306720	Lorena Dom. 99th 2731969	Lorena's Dom. Miss A. Dom. 41st
		Royal Adv. Domino 3036320	Advance Dom. 140th Lady Royal Dom.
		Blanch Adv. A. Dom. 3317109	Adv. A. Dom. Blanch Dom. 2
TR Zato Heir 5380000	TR Zato Heir 5380000	H&D Tone Lad 105th 3488354	H&D Zato T. Lad 8th
		Leola Flowers 2846623	Miss Heir 182d Beau Flowers
TR Zato Heir 97th 6464585	T. Bocaldo Lass 17th 3675335	T. Bocaldo Tone 2d 2719029	Leola Mixer Lorena's Dom. 47th
		Iza 2059179	Dona Hazford Rupert 25th
			Isatone

HEREFORD ★ HILLS RANCH

Shown here are the two bulls that are being used in our select cow herd and we feel confident they will enable us to produce the kind of Herefords you will like.

We now have several calves by the "149th" and we are very pleased with them. He is transmitting his good quality on to his calves. We will have calves before too long by AB-L Zato Heir and with his individuality and breeding he should sire top calves for us.

80 Mother Cows

"At Home in the Hills"

VISIT WITH US SOON!

HEREFORD HILLS RANCH

MR. and MRS. GERRIL DAVIS
1001 ALLEN AVE.
DALLAS, TEXAS

H. A. JENSEN, JR.
1001 ALLEN AVE.
DALLAS, TEXAS

An excessive fill is not desirable in selling fat cattle. Fat cattle are well filled with internal fat and if they drink much, they may appear to be very full. The practice of withholding water and adding salt to the feed before movement in an attempt to make cattle drink a large amount of water after they reach market is not recommended. Holding cattle off water after arrival until morning and watering before sale, may result in excessive fills for some and no fill for others.

Cattle moved short distances in early morning may just as well be offered for sale without watering or feeding. In moving long distances and in arriving the day preceding sale, the cattle should

be allowed water and feed overnight and should have ample pen room.

The slaughter buyer considers dressed yield, weight and grade in bidding for live cattle. He tries to buy live cattle at a price not to exceed a certain carcass cost as determined by the demand for beef. Since the sale price depends on carcass yield and grade, premarketing shrink has little effect on the total dollars paid. It is better to avoid both excessive fill and shrinkage. Either condition detracts from the appearance of the cattle.

Experimental results indicate clearly that excessive stress in marketing cattle contributes to an increased incidence of dark-cutting beef carcasses. Dark-cutting

carcasses are low in muscle glycogen. The glycogen can be used up when cattle are subjected to vigorous weather conditions, or after long periods off feed. Therefore, it is desirable to maintain enough feed in the digestive tract to prevent undue lowering of the blood sugar content.

Hereford Association Boosts Membership to 24,068

ONE hundred twenty-two breeders over the nation were named to membership in the American Hereford Association during May. The additions to the official roster boosted the Association's total membership to an all-time high of 24,068.

Included among the new members were the following:

TEXAS: A. J. Beck, Brownwood; Mill Iron Hereford Co., Childress; W. B. Isgrig; J. R. Chaney, Dallas; W. E. Williams, Jr., Denton; Bill Schoenhals, Fallett; J. G. Lamberth, Freestone; S. W. Sims, Gainesville; Edward L. Scott, Granger; D. B. Scott, Jr., Karnes City; Weiss Bros., Manor; H. H. Mears & Co., Menard; Rafter Z Ranch, Menard; James E. Ball, Mount Pleasant; W. T. O'Daniel, San Antonio; Douglas Coffee, White Deer; M. O. Spain, Woodson.

OKLAHOMA: J. A. Mosier, Blanchard; Wm. D. Pattison, Chelsea; Wayne Rowe, Lawton; Ellis & Sons, Morris; J. C. Ranch, Sapulpa; W. B. Allen & Sons, Hendrix; Harry L. Deupree, Oklahoma City; James Buchanan, Okmulgee; Dick Sheffield, Webber Falls.

Hot Weather May Cause Heat Stroke in Livestock

WHEN temperatures climb to the 90's or over and stay there, watch out for heat stroke in livestock.

That warning comes from the American Veterinary Medical Association. Many animals are just as vulnerable as human beings to hot, humid weather, and some are more so, the AVMA says.

Horses being worked may stop sweating, become less manageable, then develop extreme fatigue and a very high fever. If the relief is delayed, collapse and death may follow. Cattle are seldom affected but if excited and moved to a strange place without shade they may get to "milling," and deaths may result. Many fat hogs die every hot spell unless given shade and cool, damp places to lie. Many do not get to market alive when excited and crowded into open trucks.

These losses can be prevented by thoughtful management, veterinarians say.

Whenever such symptoms appear, the AVMA advises moving the affected animals to shade and spraying with cool water while awaiting qualified diagnosis and treatment.

Your brand is your coat of arms,
but it is of little use unless
it is recorded.

Sires of "Bilt-Rite" HEREFORDS



BR Proud Mixer
Register of Merit Sire



Bilt-Rite Tone 10th

● **BR PROUD MIXER** (Pictured)—Now a register of Merit sire and ranked third among the ten bulls making Register of Merit the past season. His sons and daughters are making excellent records for other breeders in thirteen different states. His sire is Register of Merit, too.

● **BILT-RITE TONE 10th** (Pictured)—a truly top individual that has sired us many females that are top producers for us. He is a Hazlett-Beau Gwen 50th bred bull and is being used rather heavy this season. One of the top bulls in our show herd is by the "10th".

● **EG PROUD MIXER 231st**—a son of WHR Proud Mixer 21st and is owned jointly with Earl Guitar, Abilene, Texas. His calves show a lot of promise.

● **REAL MIXER GWEN 1st**—shown successfully as a junior calf and was champion sale bull at the West Texas Association Sale in 1952. We have calves by him and are pleased with their type and quality.

● **REAL PLATO DOMINO, JR., 40th** (Polled)—He is by Real Plato Domino, Jr., that sold for a world's record price of \$42,000 in 1952. We have a few calves by him and they look very good, and expect even better results from him out of daughters of BR Proud Mixer.

We are very proud of our cow herd totaling 150 head. They are Hazlett, Beau Gwen 50th, Jayhawker Domino and daughters of BR Proud Mixer. We have selected our cows very carefully for individuality and their ability to produce.

When you need good doing, dependable Herefords why not come by and see our herd of Bilt-Rite Herefords? We are always happy to show them to you. See our show herd at the shows this season and our consignments to the sales.

ARLEDGE RANCH

SEYMOUR, TEXAS

ROY and HENRY ARLEDGE

The Keynote at Northwoods . . .

DEPENDABILITY



Here at Northwoods we have tried through the years to breed the kind of Herefords that will go into other herds and do a good job for them—the kind you can depend on to make money.

The herd bulls shown here are backed up with prepotent, dependable bloodlines. Our cow herd is strong in Prince Domino, Beau Mischief, Beau Blanchard Real Domino 51st breeding. Come by and see the calves we now have. Many are the kind you will like.



DOMINO HEIR A 565th

Domino Heir 21st 3523963	Domino Heir B. 245th 2712080	Dom. Heir 178th Bonnie Blanch 26th
April 4, 1948.	Etta Domino 1897913	Prince Domino 63d Etta Fallon
AR Lady Battle 15th 4603049	Battle Domino C. 40th 3621418	Battle Domino Jr. Prin. May 8th
	Miss Max 4th 3141329	Hunter Domino Miss Max

Also serving in our top bull battery:

RANDOLPH RETURN 2nd

Flat Top Return 4320568	R. Prince Dom. R 164th 2744600	Prince D. Return Lady Randolph 210th
	Princess Dom. E 135th 2732061	The P. Domino 30th Prin. Domino 52d
Dorinne 41st 3237880	Beau Gwen 50th 2068278	Beau Gwen Jr. Glad. Blanchard 2d
	Dorinne 40th 1554035	Diamond Dorinne 36th

W. DOMINO HEIR 214th

Domino Heir A. 565th 5508189	Domino Heir 21st 3523963	Dom. Heir B. 245th Etta Domino
Calved January 20, 1952	AR Lady Battle 15th 4603049	Battle Dom. C. 40th Miss Max 4th
Hazford Princess 1st 5054284	Hazford Commander 4342900	Beau Brum. Return H.D. Lady Com. B. 13th
	Miss Arlo Princess 4454700	Real Prince Dandy Col. Prin. K. 102d

Watch for our consignments in the fall sales

NORTH

J. M. NORTH
Star-Telegram Bldg.
Fort Worth, Texas



WOODS

Stock Farm

WM. WATT, Manager
Box 9, Route 1
Saginaw, Texas

Mail address: Wm. Watt, RFD No. 1, Saginaw, Texas. Farm located ten miles northeast of Fort Worth on Haslet (Farm 156) Road

Four of Conzelman Family Killed In Motor Accident

KENNETH CONZELMAN, livestock auctioneer of Bozeman, Mont., and his 16-month old son, were the only survivors of a motor car accident June 18 in which Conzelman's wife and three children ages 6, 7 and 11, were killed. The accident occurred east of Clearmont, Wyo., while the Conzelmans were en route home after visiting relatives in Higginsville, Mo. The motor car struck a bridge killing two children outright. Another died six hours later in a Sheridan, Wyo., hospital and Mrs. Conzelman died three days later in the same

hospital where her husband was hospitalized for severe injuries.

At last report Conzelman and the infant son were making satisfactory recovery in a Billings hospital.

Schedule of Fairs and Livestock Expositions

Aug. 13-22—Illinois State Fair, Springfield, Strother G. Jones.

Aug. 14-20—Osark Empire Fair, Springfield, Mo., G. B. Boyd.

Aug. 21-29—Missouri State Fair, Sedalia, Ross Ewing.

Aug. 25-29—Colorado State Fair, Pueblo, Wm. H. Kittle.

Aug. 27-Sept. 3—Ohio State Fair, Columbus.

Aug. 28-Sept. 6—Iowa State Fair, Des Moines, Lloyd B. Cunningham.

Sept. 2-10—Indiana State Fair, Indianapolis, Kenneth R. Blackwell.

Sept. 5-10—Nebraska State Fair, Lincoln, Edwin Schultz.

Sept. 10-18—Kentucky State Fair, Louisville, J. Dan Baldwin.

Sept. 11-17—Kansas Free Fair, Topeka, Maurice E. Fager.

Sept. 18-23—Kansas State Fair, Hutchinson, Virgil C. Miller.

Sept. 18-26—Utah State Fair, Salt Lake City, J. A. Theobald.

Sept. 18-26—Eastern States Exposition, Springfield, Mass., Jack Reynolds.

Sept. 19-26—Oklahoma Free State Fair, Muskogee, M. E. Twedell.

Sept. 20-25—Tennessee State Fair, Nashville, L. E. Griffin.

Sept. 20-25—Tri-State Fair, Amarillo, Texas, Rex B. Baxter.

Sept. 24-Oct. 3—Ak-Sar-Ben Livestock Show, Omaha, Neb., J. J. Isaacson.

Sept. 25-Oct. 3—Mid-South Fair, Memphis, Martin Zook.

Sept. 25-Oct. 3—New Mexico State Fair, Albuquerque, Leon H. Harms.

Sept. 25-Oct. 3—Oklahoma State Fair, Oklahoma City, C. G. Baker.

Sept. 27-Oct. 2—Panhandle South Plains Fair, Lubbock, Texas, A. B. Davis.

Oct. 2-8—Tulsa State Fair, Tulsa, Okla., Clarence C. Lester.

Oct. 4-9—Arkansas Livestock Show, Little Rock, Clyde E. Byrd.

Oct. 4-9—Alabama State Fair, Birmingham, R. H. McIntosh.

Oct. 9-24—State Fair of Texas, Dallas, James H. Stewart.

Oct. 16-23—American Royal Stock Show, Kansas City, Mo., C. M. Woodard.

Oct. 23-31—State Fair of Louisiana, Shreveport, Wm. R. Hirsch.

Oct. 29-Nov. 7—Grand National Livestock Exposition, San Francisco, Calif.: Nye Wilson.

Nov. 13-18—Eastern National Livestock Show, Timonium, Md., Jos M. Vial.

Nov. 26-Dec. 4—International Livestock Exposition, Chicago, William Ogilvie, Mgr.

35 Years of Herd Improvement



REAL DOMINO 51st

Foundation Sire of Our Herd

Our cow herd of 325 head are all granddaughters of Real Domino 51st and they are mated to herd bulls of Beau Blanchard, Silver Anxiety and Real Domino 51st breeding.

Give us a look . . . and a try

JOE WINSTON



PETE KELLEY

Phone 851-J

Rocky Mountain Quarter Horse Association Sale

A TOP price of \$685 was scored in the Summer Quarter Horse auction held by the Rocky Mountain Quarter Horse Association at Colorado Springs June 27. The top horse was Polly Wolly Doodle, a 5-year-old sorrel gelding consigned by Casement & Coy, Padroni, Colo. The buyer was Paul Cates of Lubbock, Texas. The gelding was second place winner in the Rocky Mountain Quarter Horse Association's all-around championship stake at Laramie, Wyo., in 1953 and was second in the first go-round of the bit reining class at the 1954 Pike's Peak Round-up.

The 35 head in the offering, which was composed largely of yearlings and aged mares, sold for an average of \$181. Dry weather and drouth over the area retarded buying interest.

Board Reelects Officers

G. NORMAN WINDER, Denver, was reelected chairman of the National Livestock and Meat Board for a second term at its annual meeting held recently. John F. Krey, St. Louis, was reelected vice-chairman and Frank Richards, Chicago, treasurer.

Carl F. Neuman has taken over as secretary and manager of the board following the retirement of R. C. Pollock who served the board for 31 years.



The "Prof." says...



"WE'RE ADDING THE RIGHT KIND"

COLORADO DOM. 697th, sire of—

MILL IRON DOMINO 373rd

Colorado Domino 697th
2589485

Colorado Domino 28th
2225193

Princess Dominator 42nd
1836585

Colorado Miss J 152d
3197464

Mischief Mixer 36th

Princess Dom. E 81st

Dandy Domino 2d
1090962
Lilac 2d
987633
Dominator
1300000
Princess Dom 8th
1545224

Prince Domino
Rosabelle Aster
Wilton Domino
Lindellette
Prince Domino
Miss Gaiety 2d
Dandy Domino 2d
Thrifty Mixer

Mischief Mixer 28th
1179216
Princess Dom. 14th
1545230
Dandy Domino 98th
1836520
Princess Dom 195th
2098281

Mischiefmixer
Hope On
Dandy Domino 2d
Lady Donald Aster
Dandy Domino 2d
Domino Lassie 6th
Dandy Domino 2d
Domino Lassie

60 Banning-Lewis bred cows with calves at side and the top sire, Mill Iron Domino 373 (H-26), whose pedigree is shown above, were recently purchased from the Mill Iron Hereford Co., Childress, Texas. They are all granddaughters of Colorado Domino 697th (pictured) and Colorado Domino E 10th. The calves at side are all sired by Banning-Lewis bred bulls.

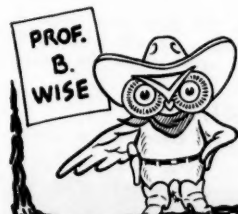
These outstanding young cows are being added to our herd of forty daughters and granddaughters of CW Prince Domino 21st and WHR Proud Mixer 21st, making what we consider a truly top group of females.

Many of these females are being mated to TR Royal Zato 12th, a grandson of TR Zato Heir and the others are being mated to Mill Iron Domino 373 (H-26), whose pedigree is shown above.

LISTED



1954



We Invite You to Visit Us.

REGISTERED and COMMERCIAL HEREFORDS

O. C. SYKES & SONS

—~ O.C., BILL and BOB ~—

BOX 541

FORT SUMNER, N. M.

10 Miles South on Hy. 20

Write your own ticket to Hereford Success

● MEMORANDUM ●

"1954 Successful Show Tickets"

At the great 1954 Fort Worth Show,
sons of TR Zato Heir sired the following:

Grand champion female
Champion pen of five bulls
First senior yearling heifer
First summer bull calf
Second get-of-sire
Second junior get-of-sire
Second and third junior bull calves
First three steers, open division
Second and third junior steers, open division
Third senior steer, open division

Also—the GRAND CHAMPION BULL was out of a daughter of TR Zato Heir.

The above winnings were made by 6 different herds representing these 5 states:

ARIZONA, MISSISSIPPI, COLORADO
TEXAS and OKLAHOMA

NATURAL FLESHING QUALITY

● MEMORANDUM ●

"1954 Successful Sales Tickets"

McNATT — TEXAS

Featuring TR Zato Heir 27th—a son of TR Zato Heir
57 head averaged \$2,282 for a new Texas record average
19 sons of the "27th" averaged \$4,111
*A four-month-old son of the "27th"—1½ interest sold
for \$10,700
A ten-month-old son of the "27th"—1½ interest sold for
\$10,000
A ten-month-old son of the "27th"—sold for \$11,000
The top female—by the "27th" brought \$9,000
"(Believed to be a new all-time record for a bull calf of
this age)"

CIRCLE H RANCH — MISSISSIPPI

Top selling bull, \$7,025—by TR Zato Heir M—a
son of TR Zato Heir. Also third through ninth top
selling bulls sold for \$6,050, \$6,000, \$5,025, \$3,100,
\$3,000, \$3,000 and \$2,500.
19 Grandsons of TR Zato Heir average \$2,405
while the other bulls sold averaged \$820 or \$1,585
less than the grandsons of TR Zato Heir.

● MEMORANDUM ●

HILLCREST DISPERSION — WEST VIRGINIA

Top selling bull calf (6 mo. old) by TR Zato Heir 88th—
a son of TR Zato Heir—\$21,500.
Second top selling bull calf (6 mo. old) by the "88th" at
\$13,000.
Third top selling bull calf (6 mo. old) by the "88th" at
\$9,200.
Top selling heifer calf (6 mo. old) by the "88th" at
\$3,975.
22 sons of the "88th" (all 6 mo. to 1 yr. old) brought
\$7,875 for an average of \$3,222.
19 daughters of the "88th" (all 6 mo. to 1 yr. old) brought
\$22,000 for an average of \$1,158.
41 sons and daughters brought \$92,875 for an average of
\$2,265.

CK RANCH — KANSAS

Third top selling bull—\$4,000—by TR Zato Heir 40th, a
son of TR Zato Heir. Seven grandsons of TR Zato Heir
averaged \$2,031, which was \$693 more than the other
bulls selling.

KING HEREFORDS — MISSISSIPPI

Top selling bull—\$7,000—by TR Zato Heir 74th, a son of
TR Zato Heir.

And in a consignment sale — OKLAHOMA

Top selling bull—\$3,000—by Zato Tone 5th, a son of TR
Zato Heir.

CONSIDER THESE FACTS:

In the six sales listed above, 80 grandsons of TR Zato Heir sold for
\$230,355, averaging \$2,880. SONS OF TR ZATO HEIR DO PAY OFF
FOR THEIR OWNERS.

LISTED



1954

TR

HEREFORDS

MEMORANDUM



**GET
YOUR
HERD**
a place in the
with a son of TR Zato Heir
Register of Merit's Distinguished Sire
in our



ALL-TR ZATO HEIR SALE
DECEMBER 9

with the breeding of time-tested, proven VALUE!

NATURAL
Fleshing Quality
HEREFORDS



ENTRANCE TO RANCH - 7 MILES EAST AND 1 MILE NORTH OF SULPHUR - STATE HWYS 7 & 12

TURNER RANCH - SULPHUR, OKLAHOMA

Roy J. Turner • Jim McClelland • Roland Jack • Tom Harris, Show Cattle

Women on the Old Chisholm Trail

This Is a Story About Some of the Pioneer Women Who Followed Herds of Longhorns Up This Famous Cattle Trail

By LENA STURGES

MUCH has been written about the cattle drives along the old Chisholm Trail, one of the great series of events in Texas history. Very little has been written about the pioneer women who made the drive.

The Chisholm Trail was the first great highway over which Kansas-bound herds traveled. One of the reasons for the drive was the search for better pasture and when severe blizzards in the northern states took its toll of cattle, Texas cattlemen drove their steers into

Kansas for shipment to northern markets.

The first white woman to go up the trail was Mrs. George W. Cluck of Round Rock. In 1871 her husband rounded up 1,000 steers to take to Abilene, Kansas. Captain D. H. Snyder, of the same county, had a similar size herd and the two men traveled together.

Mrs. Cluck did not announce her intention of making the trip until the herds were ready to travel. An old hack was provided for her and her three small children to travel in. After all of the

bedding, clothes and camping equipment had been loaded into the hack, Mrs. Cluck announced that her equipment would not be complete until she was supplied with a shotgun and spyglass.

Although she never fired the shotgun, Mrs. Cluck used the spyglass daily, scanning the horizon for any unusual movement. One day as they rode along peacefully, she spotted a line of horsemen.

"Indians!" she thought.

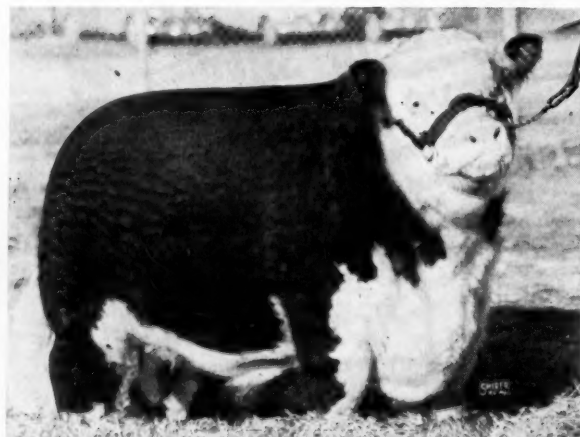
Calling her husband she gathered the children close together and warned them to keep quiet if the Indians attacked. Circling cowboys quickly merged the Snyder and Cluck herds and prepared to fight. Some of the cowboys showed they were scared.

"If you boys are afraid to fight, come here. Drive the hack and give me your gun and horse," challenged Mrs. Cluck. That did it—

"We'll fight, ma'am," said one of the younger ones and the others rode with him to man the defenses.

It turned out to be a false alarm. The

AT BECKETT'S YOU CAN SELECT QUALITY POLLED HEREFORDS AT REASONABLE PRICES



H. BACA LARRY

*Our good son of the \$18,500
RCR Advanced Larry*

Grand champion at the Marshall Hereford Show (Polled and Horned competition) last fall, second in class at Fort Worth, first at the Marshall Polled Hereford spring show.

Slay Mayo, Mgr. • Phone 57532

Our cow herd is made up of 70 select individuals, and we have good cattle for sale most of the time. You are cordially invited to visit us and look over our offerings.

OUR HERD SIRE:

H BACA LARRY

RCR Advanced Larry 414751 5952953	CMR Adv. Domino 61st 207256-416614	Circle M Adv. Domino RF Gold Digger 40th
May 7, 1952.	Bama L. Domino 32d 173939-353791	Polled Larry Domino Miss Bama Gem 94th
Noe's Baca Duchess 107th 5677491	Baca R. Domino 33d 3698352	OJR Royal Domino 10th Baca Miss Reality 8th
	MW Princess A. 13th 4375516	Dean Prince Domino A. MW Larry DeLuxe 6th

Other Herd Sires:

• Woodrow Mischief • DM Honey Boy

C. M. BECKETT

Phone 53901

MARSHALL, TEXAS

Eight miles east of town on Highway 80

A NEW ADDITION TO Meadowlawn Bull Battery



SILVER ZATO HEIR 5th

He is by TR Zato Heir 74th, the good breeding son of TR Zato Heir being used by King Herefords, Canton, Miss. He was a member of their show herd that did so well last season. We feel he is a top addition to our good bull battery. Come by and see the prospects we can offer you.

OTHER SIRES IN SERVICE:

- ★ HCR SUPER LARRY 5th by MW Larry Domino 107th
- ★ JO BACA IMPROVER 31st by JO Royal Domino 45th
- ★ BR PROUD MIXER 37th by BR Proud Mixer

COW HERD OF 100 HEAD— HAZLETT AND WHR BREEDING

FOR SALE—New crop, choice quality Brookston Prairie Hay.
Call 48645, Paris, Texas

MEADOWLAWN FARM PARIS, TEXAS

George and Gene Woodfin, 811 Bonham St. • Lewis Ruth at the Ranch
Located 4 Miles West of Paris on U. S. 82

New "personality" for your rooms ... with **PICTURE RUGS**

WASHABLE, fast color, short tuft cotton rugs with woven-in picture of Cutting Horse, Roping Horse, Quarter Horse, Shetland, Horsehead, Saddle, Boot, Longhorn, Wagon Wheel, or any Beef Bull. Many others. Name your colors. Your own Brands or Initials. Ideal with ranch furniture.

3' x 5' with 2 Brands \$18.85 postpaid
4' x 6' with 4 Brands \$29.85 postpaid
Send check with order. State size and colors wanted. Money-back GUARANTEE of satisfaction.

**FREE
RUG
FOLDER**

Bert Fisch's "HOUSE OF FRIENDS"
P.O. Box 11185-C Fort Worth, Texas

DEPENDABLE
SINCE
1883

Martin's
VETERINARY
PREPARATIONS
for complete
livestock and poultry care

J. Martin & Sons
INCORPORATED • AUSTIN, TEXAS

AT ALL LEADING DEALERS

horsemen proved to be white men—possibly cattle rustlers who left as soon as they had made a trade with the trail drivers.

When the trail herd reached the Red River that stream was at flood-stage and dangerous for crossing. The men knew that the cattle could swim the swollen stream. Strapping cottonwood logs to the hack which made it float the horses swam ahead to pull it. Mr. Cluck selected three trusty cowboys to take the children across and Mrs. Cluck mounted the horse behind her husband. No casualties resulted in the crossing.

Mrs. W. F. Burks almost missed making the trip up the trail. Her husband and a neighbor, Jasper Clark, started out for Kansas territory in 1871, leaving Mrs. Burks at home in Nueces county.

Two days out from home Mr. Burks sent his brother back to tell Mrs. Burks to get a colored boy to drive the buggy and for them to join the men on the trail. After one day's fast driving the buggy overtook the men with the herd and followed along the 1000 mile trip to Newton, Kansas.

In the early 70's Mrs. James Holmsley accompanied her husband and a Mr. Kingsbury on a trip from Comanche county to Abilene, Kansas. She made another trip in 1877 over the western trail to Dodge City, Kansas. On this trip she made four records, one of them being the traveling in a fine carriage costing \$1,700.

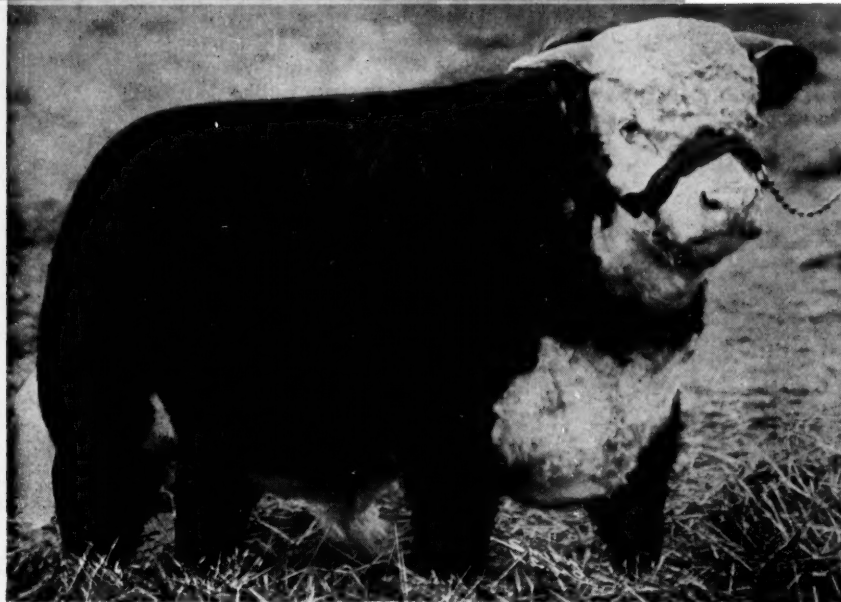
Her second record was the meeting of the famed gunman, John Wesley Hardin. Although this meeting caused a great deal of worry on the part of the cattle drivers it did not result in any danger to the group.

Robert T. Hill, one of the greatest geologists that Texas has ever produced, also went with them on the trip. Hill later became known as the Columbus of Texas geology.

Her fourth record made a contribution to medical lore. On the trip the cook of the outfit contracted a serious case of poison oak. Mrs. Holmsley called on her cooking experiences for a remedy. Knowing that cream of tartar was cooling, sulphur purifying and salts healing, she made a mixture of the three. She made the cook swallow this concoction. The remedy worked. She told friends about this experience after she reached Kansas. A doctor among the friends made a note of it and reported the cure at a medical convention.

After the trail drivers reached the Kansas station, Mrs. Holmsley found lodging and the men left for other business. After they had left she received a telegram addressed to her husband asking that the best steers be shipped to the Chicago market. Acting as boss of the outfit, she had the remaining cowboys round up the steers and load them into cattle cars for the market where a top price was received. Two days later the bottom dropped out of the cattle market.

Belle Barton (Mrs. D. M. Barton) had her young daughter to thank for saving them from an Indian raid on her trip up the trail. In the spring of 1874 she



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Calved December 31, 1950

MW LARRY DOMINO 31st 3729238	*Larry Domino 50th	Larry Domino	*P Dom Mixer
	MW Miss Blanchard	Miss Sturgess	Carolyn Domino
Miss J 25th 4169977	Jayhawker Domino	Dandy Domino 102d	Superior 30th
	Miss C O 133d	Opal Blanchard	Belle Trebloc 56
		*Prince Domino Mixer	Dandy Domino
		Selma Domino	Blue Belle 46th
		D 75	Dandy Blanchard
		Miss 2 C 1050	Opal 2d
			*Prince Domino
			Sabetha Mischief
			Ronald Domino
			Florence Domino
			P Domino's Lady
			Miss Domino L
			Immoral
			Alani

*Denotes Register-of-Merit

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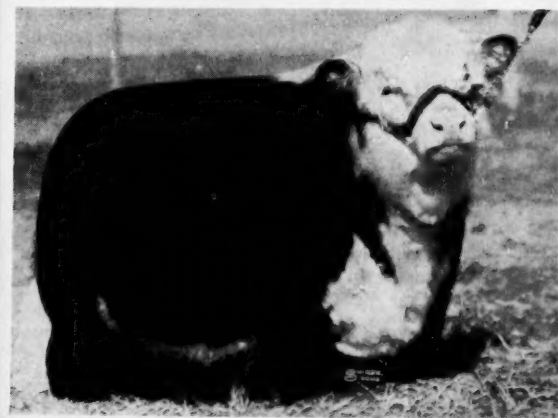
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Left to right: Joe Tantillo, Port Neches, bareback bronc riding; Gerald Leonard, Del Rio, breakaway roping; Jack Burkholder, San Antonio, all-around cowboy and bull dogging; Mickey Winslow, Magnolia, barrel race; Darrell Rhodes, tie boy's cutting horse contest; Marvin Overstreet, Dallas, calf roping; Judy Burton, Arlington, girl's cutting horse; Sandy Thomas, Eagle Lake, Queen; Cary Crutcher, Houston, tie boy's cutting horse contest; Nola Jane Coopender, Aransas Pass, all-around cowgirl; and girl's breakaway roping.—Cathey photo.

and her infant daughter made the drive from Mason county to Kansas. In the herd which went up the trail that spring were 500 head of steers which had been a wedding present from her father.

While Belle Barton rode horseback on the trip, her daughter had a soft bed in the chuckwagon and the camp cook was delegated as caretaker of the baby.

At one time on the trip the wagon stuck in the mud and Indians gathered around. The mother was naturally very anxious for the safety of her daughter, but her fears lessened when she saw that the Indians were charmed with the baby and helped the cowboys pull the wagon out of the mud. To show her gratitude to the Indians she gave them a two-gallon can of cookies which she had baked before leaving home.

Mary Taylor Bunton made one of the most exciting trips up the trail in 1886, one year before the Old Chisholm Trail was closed by order of the United States government. By that time Texas began getting her own railroads and the lands through which the trails ran were being taken up by farmers and ranchers who settled them and fenced the land.

The story of her trip up the trail begins with her marriage to Howell Bunton on October 14, 1885. The severe winter that followed with blizzards and snow in the West and Northwest killed thousands of head of cattle. The wealthy cattle barons of Wyoming, Idaho, Montana and Dakota had their fortunes swept away overnight. The same blizzard also robbed her young husband of his fortune.

After a great deal of persuasion Mr. Bunton borrowed money from Austin bankers to finance a cattle-buying venture. With borrowed money he went into South Texas and bought steers, year-

lings and cows which could be assembled for driving up the Chisholm Trail to the northwest market.

While the herds were being rounded up in South Texas Mr. Bunton and his bride of two months went to the ranch near Sweetwater to round up the cattle there and get them ready for the drive.

On the ranch she became quite a curiosity to the old-time cowboys when she started riding astride her horse instead of on the usual side-saddle. One weathered old cowhand remarked, "My God! I knew she'd do it! Here she comes wearing the britches!"

As the South Texas herd approached the ranch trouble hit in the form of illness. The general "herd boss" of the outfit suffered with sore eyes in such severity that he could not drive the cattle up the trail. There seemed nothing else to do, so Howell Bunton decided he would have to go and would send the young bride back to her parents' home in Austin.

But he hadn't reckoned on her reaction to this bit of news. The young bride, who had received her formal education in the East and who had spent a part of her honeymoon in Chicago, had taken a liking to the pioneer ranch life. Her answer came as a thunderbolt out of a clear sky, "I know what I am going to do and I guess you will think I am having a 'brain storm', but I have already made up my mind. I am going up the trail with you."

Mr. Bunton bought the finest buggy on the market and since his duties on the trail kept him very busy the young wife traveled many miles alone.

Just before starting up the trail Mr. Bunton took the negro cook, Sam, aside and told him that besides cooking for the men one of his main duties would



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DOMINO
200th**
Register of Merit

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LARRY
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be to look out for his wife and never let her out of his sight. This proved a big job for the cook for the young woman often became tired of the dust, the lowing of the cattle and the monotony of the trip and would drive into the woods to hunt wild flowers.

On one of these trips Sam thought sure he had lost the reward that he had been promised at the end of the trip if nothing happened to the "Missus." Driving ahead of the chuckwagon one day Mrs. Bunton drove her team into a stream of clear water only to have them wheel in midstream and run toward the bluff which the chuckwagon was nearing. As the team turned Mrs. Bunton caught sight of five or six Indian bucks grunting and wallowing around in the water.

Old Sam had missed her and, putting the whip to his mules, he drove up the trail at break-neck speed to meet her, with the sheet on the wagon flapping and pots and pans flying off the hooks and scattering all over the road.

Rattlesnakes proved to be another danger which they had with them all along the trail. One of the most thrilling experiences happened one night when they camped out on the trail away from the tent under which they usually slept. As they were eating supper one of the cowboys offered to spread the blankets on the ground for their bed. Darkness prevented his seeing clearly so he spread the tarpaulin and blankets over a rattlesnake hole without knowing it. In the night the snake must have got too warm or hungry for it crawled out of its hole. Since it could not get out from under the tarpaulin because of the weight of the bodies it stretched its body full length between them. Rolling away the blankets the next morning the cowboy found the rattlesnake sleeping peacefully.

After two months on the trail, the Buntons drove into Coolidge, Kansas, to be met by friends from home. As soon as they saw her the cattlemen raised loud voices in proclaiming Mrs. Bunton the "Queen of the Old Chisholm Trail." That night they honored her with a feast at the hotel.

The most spectacular trip on the trail was taken by Willie Matthews about 1887 or 1888. At that time Samuel Dunn of Houston went into Clayton, New Mexico to find cowboys to drive herd for him. One of the applicants, a young "fellow" who seemed most eager to make the trip, could ride, drive and herd and was promptly hired to join the other cowboys. The trip was made from Clayton to Hugo, Colorado.

One day after the herd had been on the trail for some time Willie asked the boss for permission to quit for a few hours. In a few minutes the boss noticed a young lady, nicely dressed, coming into the camp. It proved to be none other than Willie, who explained that her father had been an old trail driver from South Texas who drove cattle up the trail in the 70's and had many adventuresome stories to tell of the trips he made before settling in New Mexico. Willie read in the paper that Mr. Dunn

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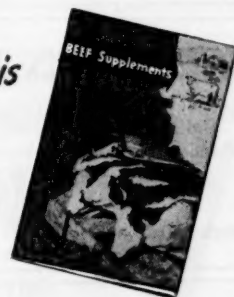
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All bred to calve in October.

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needed cowboys to make the drive and decided to try it. She announced that she had had enough and would be glad to take the next train home if one of the cowboys would take her to the station. The last that Mr. Dunn saw of Willie she was on her way home to her family with a faint sample of some of the hardships on the Chisholm Trail.

Hardships of Indians, rattlesnakes, storms, dust and monotony did not keep these pioneer women from wanting to make the trip so that they could be with their husbands. The stories they told the grandchildren surely must have entertained them for hours and the pioneer woman re-lived every mile of the trip as she told them.

Heart O' Texas Fair Superintendents Named

DEPARTMENT superintendents of the Heart O' Texas Fair, Oct. 2-9, have been announced by Executive Vice President Othel M. Neely. Appointment of Ralph Russell as general superintendent, George Logan as livestock superintendent and Jim Simons as assistant livestock superintendent had previously been made public.

Rufus Peebles, well known rancher and long-time member of the board of A. & M. College, will be Aberdeen-Angus superintendent. Vernon Schmidt of McGregor will be assistant superintendent.

A. H. Caraway of Golden Oak Farm, De Leon, one of the foremost Shorthorn breeders of the Southwest, will head the Shorthorn department. Clark Neely, Universal Mills, Waco, will be assistant superintendent.

Hereford superintendent will be Thomas R. Joseph, Jr., contractor, Waco; Joe Grissom, Jr., Waco rancher, assistant superintendent. F. I. Dahlburg of the animal husbandry department, College Station, will be swine department superintendent, with J. C. Fox, vocational agriculture teacher, Waco State Home, assistant superintendent.

Department heads include:

Brahman: Doyle Love, Agricultural Agent, M-K-T Railway, Dallas, superintendent; Royce McEver, Purina Mills, Waco, assistant superintendent.

Charolaise and Charbray: R. C. "Bob" Myres, Bar-H-Bar Ranch, Hamilton, superintendent.

Santa Gertrudis: W. W. Callan, Waco, superintendent; Harry Trippet, contractor, Waco, assistant superintendent.

Dairy cattle: Omar Baumhardt, DHIA tester, McLennan County, Waco, superintendent; Louis F. Landers, Azle, assistant superintendent.

Steers: A. B. Childers, Area Supervisor, Vocational Agriculture, Mart, superintendent; Jay I. Naman, rancher, Valley Mills, assistant superintendent.

Lambs: Louis Lee, Farmers Home Administration, Waco, superintendent; O. I. Boyd, Vocational Agriculture Teacher, Waco Tech, and Walter E. Kruse, County Agriculture Agent, Waxahachie, assistant superintendent.

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BEAU BLANCHARD

DON AXTELL 16th

HAZFORD RUPERT 81st

BEAU GWEN 50th

REAL PRINCE DOM. 33rd

ONWARD DOMINO

MISCHIEF MIXER

Sample pedigrees, typical of the breeding

MISS REAL BELMONT

Real Domino 51st 2437719	Real Prince Domino 24th 2070149	Real Prince Domino 1689580
	Daisy Domino 1st 1718145	Nina Mischief 1246003
	Royal Belmont 4028145	Onward Domino 812380
Lady Belmont 4963112	Miss Daisy 3d 2395912	Daisy Domino 1366100
		Donald Domino 16th 2538938
		Lady Belmont 33rd 2881637
		Joe Anxiety 1895574
		Miss Daisy 1895594

MISS ZATO HEIR 237th

TR Zato Heir 28	TR Zato Heir 5380000	H & D Tone Lad 105th
	Miss Rupert K 4th	Leola Flowers
	Intense Return	Royal Rupert K
Josie Return	Miss Josie B.	Miss Bocaldo Rupert 2nd
		Intense Dom. Return
		Lady Diamond 9th
		Superior B 21st
		Josie 5th

MYRTLE MASTER

Master Real Domino 5373359	Real Domino 51st 2437719	Real Pr. Dom. 24th 2070149
	Miss B. Domino H 80th 2635403	Daisy Domino 1st 1718145
	Blanchard Return 2997670	B. Prince Domino 2354945
Myrtle Stanway R. 4374995	Myrtle Stanway 5th 2765892	The Princess D. 504th 2237518
		Princess Dom. Return 2050672
		Princess Domino 331st 1946399
		Diamond Mischief 21st 1944955
		Myrta Stanway 4th 2219779

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	Lady Mischief 38th 1986190	Miss Mischief 86th 1590628
	Letston Lad 130th 2243060	Mischief 93d 1667528
Cleo Domino 2695858	Cleopatra 31st 2126192	Miss Elmore 5th 1688193
		Domino Mischief 1942146
		Letston Lass 42d 1969014
		Superior Anx. 72d 1735684
		Cleopatra 3d 1851537

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To rise upon some other shore.
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They shine forevermore.*

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Dolph Briscoe, Sr.

Dolph Briscoe, Sr., Texas rancher, cattleman and wool man, died July 15 of a heart attack at his home in Uvalde. He was 64 years old.

Briscoe was born at Fulshear, the son of Judge and Mrs. L. A. Briscoe prominent planter, ranchman and jurist of the Fort Bend country. His grandfather was a signer of the Declaration of Independence for Texas and fought with Sam Houston during the Texas-Mexican war.

He also fought in the Civil war and was with General Lee when he surrendered at Appamattox Court House. Dolph Briscoe owned extensive ranching interests in LaSalle, McMullen, Dimmit, Webb and Uvalde counties and had been prominent in ranching circles for years. He served as president of the Texas and Southwestern Cattle Raisers Association for two terms, 1932-1933, and was the



Dolph Briscoe, Sr.

youngest president ever elected by the association up to that time. He was then 41 years old. He was a past president of the Texas Livestock Marketing Association and the National Finance Credit Association and was president of the Uvalde Wool and Mohair Company at the time of his death. He was a director of the San Antonio branch of the Federal Reserve Bank of Dallas and was a life-long friend of former Vice-President John Nance Garner who lives at Uvalde. His son, Dolph, Jr., is state representative from Uvalde. Besides his son, he is survived by his wife, and two grandchildren.

M. F. Barkley

M. F. Barkley, farmer and rancher of Gruver, Texas, died June 25 in a Perryton hospital at the age of 66. Barkley suffered a stroke last November and had been hospitalized for the past seven weeks. He is survived by his wife; six sons, Herman, Los Altos, Cal., and Howard, Harry, Dayton, Doyle and Leslie, all of Gruver; two daughters, Mrs. Olin Chambers, Spearman, and Mrs. Roy Beasley, Gruver, and 13 grandchildren.

Marion Delta Brownfield

Marion Delta Brownfield, Nolan county rancher, died June 19 in a Sweetwater hospital at the age of 63. Brownfield was born on what is now the Earwood Ranch and moved to the Nolan community in 1905. Brownfield and his brother, the late L. D. Brownfield, who died in 1953,

were associated in the ranching business for many years. He is survived by his wife; three-year-old daughter; a sister, Mrs. Bessie Sproul of Sweetwater; and two nephews, J. C. Field of Abilene and Leo Field of Hamlin.

Warren Lale Blizzard

Warren Lale Blizzard, retired dean of agriculture at Oklahoma A. & M. College, died July 3 at his home in Stillwater after a lingering illness. He was 66 years old. Blizzard, a graduate of Kansas State College, had devoted his

entire life to the advancement of animal husbandry and was recognized as one of the nation's outstanding livestock authorities. He was born in McPherson, Kans., and as a student at Kansas State College achieved distinction on the livestock judging team. After graduating he engaged in livestock farming, returning to the college a few years later as assistant professor of animal husbandry. He later served as a livestock field representative for a farm publication and joined the staff of Iowa State College in 1914. In the following year he joined the staff at Oklahoma A. & M. as assistant professor of animal husbandry and after several advance-



W. L. Blizzard

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5380000

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Leola Flowers
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Carol
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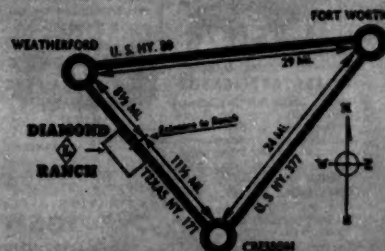


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ments, was made dean of agriculture and director of the Oklahoma Experiment Station in 1939. Dean Blizzard was instrumental in building Oklahoma A. & M. into one of the nation's leading agricultural colleges and numerous honors had been bestowed upon him for his work in the field of animal husbandry. Survivors include his wife; a brother, Leonard Blizzard of Lemoore, Cal.; and four sisters, Mrs. Roy Vaughn, Pratt, Kans., Mrs. C. R. Russell, Mrs. Floyd Griffith, and Mrs. Pauline Baker, all of Hutchinson, Kans.

Robert E. Long

Robert E. Long, motion picture actor and pioneer Oklahoma cattleman, died in California June 19 at the age of 87. Burial was at Wilburton, Okla. Long was born in Dallas County, Texas, and moved with his family to Indian Territory at the age of 2. He owned a 500-acre cattle ranch near Wilburton. In 1935 he went to California and was employed by MGM for about 12 years as a character actor in western movies. Survivors include three daughters, Mrs. Julia Mae Bath and Mrs. Effie Koch, both of California; Mrs. Willie Slough, Oklahoma City; two sons, Frost, Los Angeles and Wilson J. of Venice, Calif., a brother, 23 grandchildren and 28 great grandchildren.

Paschal Sam Nutt

Paschal Sam Nutt, pioneer West Texas rancher, was found shot to death at his home in Alpine June 21. A verdict of suicide was returned by the Justice of the Peace. He was 82 years old. Nutt suffered a stroke more than a year ago and had been in ill health since. Born in Bee County, Nutt moved with his parents to Tom Green County in 1881. The family settled near Ben Ficklin where the flood of 1882 destroyed their home. In 1883 the family moved to Glasscock County and ranched near Garden City for several years. Nutt married in 1906 and moved to Alpine in 1927 to become foreman of the Claude Hudspeth ranch. He retired in 1930. Survivors include the wife; a daughter, Mrs. John Lamb of Dixie, Wash.; two sons, J. K. Nutt of Marathon and R. L. Nutt of Alpine; two granddaughters, Mrs. Rudy Alessio of Richland, Wash., and Miss Jean Nutt of Marathon; a brother, Kirby Nutt of Lovington, N. M., and three great-granddaughters.

Clinton Wilson

Clinton Wilson, stock farmer of Du-mas, Texas, died at his home May 4 at the age of 53. He was born in Clay County, Texas, and with his parents, the late Mr. and Mrs. Levi T. Wilson, moved to Hansford County in 1906. He was actively engaged in wheat farming and commercial cattle raising. He lived in Hansford County for 35 years. In 1941, he moved to Moore County where he continued his farming and livestock operations. In addition to his wife, he is survived by a son, Travis Wilson of Walsenburg, Colo.; a daughter, Mrs. Otto Man-

ONE HALF INTEREST, \$20,000*

Zato Heir E 2nd

by TR Zato Heir 27th

From:

JACK ELLIS RANCH

Wichita Falls, Texas

To:

EMERALD BAR-S FARM

Campobello, South Carolina



ZATO HEIR E 2nd

TR Zato Heir 27th 5894391.....	<div> <div>TR Zato Heir 5380000.....</div> <div>Delsona T. 102d 3510788.....</div> </div>	<div> <div>H&D Tone Lad 105th Leola Flowers</div> <div>Hazford Rupert 81st Miss Publican Dom. 3d</div> </div>
HD Lady D. 28th 5754666.....	<div> <div>HD Bonny D. 134th 4420180.....</div> <div>HDF Lady Brummel B. 72d 4013255.....</div> </div>	<div> <div>Bonny's Pr. Domino Princess D. Return 165th</div> <div>Beau Brummel Return Lady Randolph H. 140th</div> </div>

Pictured is

TR ZATO HEIR 27th
(Deceased)

This outstanding grandson of the Register-of-Merit TR Zato Heir will divide his services between our herds. He is now at Emerald Bar-S Farm and will be shown this season.

★Believed to be a new record price for a 14-month-old bull calf . . .

VALUATION: \$40,000

JACK ELLIS RANCH

S. J. Ellis, Owner

WICHITA FALLS, TEXAS



EMERALD BAR-S FARM

Harry M. Sloate, Owner • Frank Bush, Mgr.

CAMPOBELLO, SOUTH CAROLINA



. . . assisting the "25th"

HCR SUPER LARRY 27th

We purchased this champion bull at the Nance Dispersion last fall and feel fortunate in having such an outstanding individual to assist the "25th" in our herd bull battery. He was first in class at Denver in 1953 and Grand Champion at Amarillo in 1953.

MW Larry Dom. 107th 4984482	<ul style="list-style-type: none"> * Larry Dom. 50th 2624412 MW Blue Bell 6th 3049626 * Baca R Dom. 33rd 3698552 Billie Domino 2649774 	<ul style="list-style-type: none"> { Larry Dom. { Miss Sturgess * Colo. Dom. 159th * Milky Way Bl. Bell * OJR Roy. Dom. 10th { Baca Miss Reality 8th { Cullison Domino { Dandy Lass
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★ Denotes Register of Merit

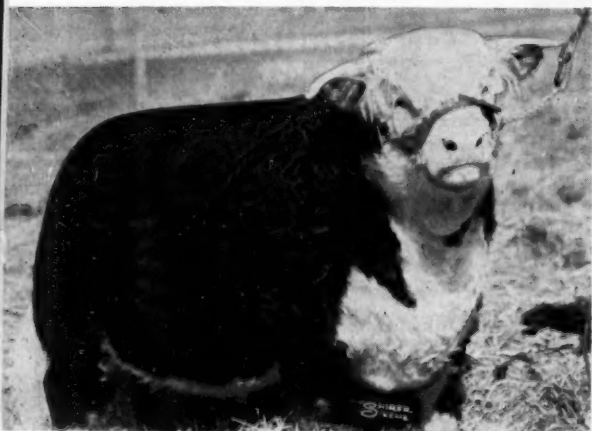
The following cattle now owned by Fair Oaks Ranch

LISTED



1954

- | | | |
|-------------------------|-------------------------|-----------------------|
| ★Hillcrest Larry 25th | ★HC Blanche Axtell 16th | Super Lady 44th |
| HCR Super Larry 27th | Lady A Domino | Larry Annette 22nd |
| ★HC Lady Supreme 10th | HC Lady R Larry 4th | ★★HC Lady Supreme 7th |
| ★★★Hillcrest Belle 51st | HC Blanche Axtell 36th | |
- ★Register of Merit
 ★★Dam of 1953 undefeated champion female selling for \$12,000
 ★★★Dam of 1953 American Royal and International Champion Bull selling for \$39,000



HILLCREST

LARRY 25th

He established a new record price for a beef bull selling at auction when we purchased him in the Hillcrest Dispersion for \$100,000. A truly great champion and sire of champions and we are proud to have him heading our herd of outstanding females selected from top herds throughout the country.

Calved Oct. 6, 1948

★ HC Larry Domino 12th
5000000

★ Miss Joe Stanway 22nd
4415736

★ Denotes register of merit

★ MW Larry Domino 12th
3535023

★ Lorena Domino 99th
2731969

★ Joe Stanway C 110th
2635359

★ Princess Dom. C 114th
2732057

★ Larry Domino 50th
Belle Domino 2nd

★ Lorena's Domino
Miss Adv. Domino 41st

★ Prince Domino Return
Valentine Stanway

★ Prince Domino Return
Lady Domino B 25th

REGISTER of MERIT

GRAND CHAMPION

• Eastern National, 1950

RESERVE CHAMPION

• American Royal, 1950

SIRE of

GRAND CHAMPION BULL

• American Royal, 1953

• International, 1953

*You are cordially invited to visit us at the
ranch located 25 miles north of San
Antonio, two miles east of U. S. 87*

C. W. Moore, General Manager, Ranch Operations
Dean Dodgen, Foreman

FAIR OAKS RANCH

**BOERNE
TEXAS**

Registered Herefords

RALPH E. FAIR, Owner

"Sanforized"
with apologies
to "SHIRTS"

Prices may have shrunk



Values were never better



All the "shrink" (risk)
has been taken out of
WHR Herefords

Found among the top ranking
Hereford herds for many, many
years, WHR Herefords continue
to enjoy the respect and confi-
dence of breeders everywhere
who are interested to maximum
BEEF production.

• Leaders in the Shows

• Leaders on the range

• Leaders in the feed lots

Proud to be among the

• Leaders in the Register of Value
lists

Buy WHR Herefords

for longest "wear" (satisfaction)

WYOMING



HEREFORD

RANCH

Cheyenne, Wyo.

gold of Pampa; a brother, Grover Wil-
son of Amarillo; two sisters, Mrs. R. L.
McClellan of Spearman and Mrs. C. J.
Wilson of Santa Ana, Cal.

Joseph E. Harwell

Joseph E. Harwell, livestock commis-
sion man of Midland, Texas, died July 5
in a Kerrville hospital at the age of 57.
Harwell had been engaged in the live-
stock commission business for many
years. Survivors include his wife; his
father, T. L. Harwell of Dallas; four
daughters, Mmes. Elwood Hisey and
Chester McPeak of Midland and F. C.
Wheeler and Thearl Creech of Stanton;
a son Joe Harwell of Midland; three
sisters, a brother, and four grandchil-
dren.

Mrs. R. M. Ward

Mrs. Richard M. Ward, pioneer of
Sealy, Texas, died recently following a
lengthy illness at the age of 70. Mrs.
Ward was born in Iowa and came to
Sealy 59 years ago. She was married to
Richard M. Ward in 1904 and they have
lived in Sealy ever since. Survivors in-
clude her husband; a daughter, Mrs. Ar-
thur Hahn of Canada; a son, Forrest
Ward of Sealy and a nephew, Mescal
Solomon, also of Sealy.

Mrs. Tom Burns

Mrs. Tom Burns, member of a pioneer
South Texas ranching family, died in
Cuero recently. She was born, reared and
wed in the Yoakum community and had
been identified with life on the Lowrance
and Burns ranch properties for many
years. Survivors include her husband; a
son, L. T. Burns, Jr., of Yoakum; a
daughter, Mrs. Rocky Reagan of George
West; two grandchildren; and a brother,
W. A. Boothe of Sinton.

Marvin A. Miller

Marvin A. Miller, for many years a
cattle buyer at San Angelo, died July
4 at his home in Abilene, Texas, follow-
ing a stroke at the age of 74. Miller was
a member of the firm of Miller Brothers
cattle purchasing concern at San Angelo.
Survivors include the wife; two sons,
Marvin H. Miller of Reno, Nev., and
Robert C. Miller of Abilene; two daugh-
ters, Mrs. W. D. Armstrong of Redwood
City, Calif., and Mrs. Troy Culppepper of
Argyle; two brothers, T. J. Miller of Dal-
las and Alex Miller of San Angelo; a
sister, Mrs. A. E. Cullum of Dallas, and
seven grandchildren.

James Early Parker

James Early Parker, 77, West Texas
oil man and rancher, died July 12 in
Odessa after a lengthy illness. Parker
owned extensive oil holdings in Andrews,
Ector and Crane counties and had been
a breeder of Hereford cattle. He attend-
ed schools in Waco and later homestead-
ed four sections of land in Reagan coun-
ty. His ranching interests grew to 96
sections in addition to about 75 sections
leased from the University of Texas.
His lands began to produce oil in 1943
and several years later he sold his Here-

ford cattle, retaining ownership of the
land. Parker had lived in Odessa for 18
years. He is survived by his wife, three
sons, Jackson, Ray and Alvin Parker of
Odessa; two daughters, Mrs. Bessie Lou
Doelling of Odessa and Miss Mollie Park-
er, who attends school in Austin; a
brother, Buck Parker of Waco, and five
grandchildren.

Clyde Cowden

Clyde Cowden, West Texas rancher and
oil man, died July 11 in a Victoria hos-
pital after a week's illness. His parents,
the late Mr. and Mrs. George F. Cowden,
were pioneer West Texas ranchers who
settled in the Midland area in 1885. For
a number of years Cowden ranched with
a brother, Elliott Cowden, in Ector coun-
ty near Odessa. In 1925 he began ranch-
ing by himself and operated extensive
holdings until shortly before his death.
He is survived by his wife; a daughter,
Mrs. Wales H. Madden of Amarillo; and
a brother, Elliott Cowden of Midland.

Chester C. Tribble

Chester C. Tribble, founder of a large
outdoor advertising firm and rancher of
Webb County, died July 22 at the age of
71. He had been in the ranching business
for more than 50 years and owned one of
the largest spreads in Webb county. He
is survived by his wife, the former
Josephine Pich, and three daughters, Mrs.
E. C. Milstead of San Antonio, Mrs.
Clifford Mays of Fort Worth and Mrs.
R. C. Greenwade of Blackwell, Okla.;
two sisters, Miss Elsie Tribble and Mrs.
Ella Strachan, both of Houston and three
grandchildren.

Dwight Axtell

Dwight Axtell, Panhandle farmer and
benefactor, died in Phoenix, Ariz., July
13 after a long illness at the age of 79.
Axtell was born in Pennsylvania and
moved to Castro county in 1908. In 1946
Mr. and Mrs. Axtell deeded their 1500
acre irrigated farm, valued at \$100,000
near Springlake to Boys Ranch, but they
maintained their home on the farm until
moving to Phoenix three years ago be-
cause of his health. The Springlake
farm has been used to grow feed for
cattle and horses at Boys Ranch at Old
Tascosa and to feed the ranch herd of
purebred cattle. Mrs. Axtell survives.

Mrs. Rosa L. Mitchell

Mrs. Rosa L. Mitchell, widow of the
late James Mitchell, Pecos and Crockett
county ranchman and member of a pio-
neer Texas ranching family, died July 2
at the age of 83. Mrs. Mitchell was born
in Whitesboro, Texas, the daughter of
John Kirkpatrick, pioneer rancher of
Hamilton and Crockett counties. She
married Mitchell, a native of Scotland,
in 1892, and the couple settled down on
their Crockett county ranch, living there
until 1917 when they moved to San An-
tonio. In 1936 the Mitchells moved to
their newly purchased Pecos county
ranch. Mitchell died in 1938 and Mrs.
Mitchell continued to live on the ranch,
spending the winters in San Antonio.

WATERMELON



MW PRINCE LARRY 67th

An outstanding individual and most of all a truly top sire. Commercial ranchers and purebred breeders alike have been highly pleased with sons of the "67th". He is by the great MW Larry Domino 37th and out of the same dam as MW Larry Domino 107th.



JHR ZATO HEIR

M ZATO HEIR 53rd (not pictured). We purchased a half interest in this outstanding prospect in the record making McNatt sale for \$10,700. We feel this son of TR Zato Heir 27th is a real addition to our bull battery. Look for him in our show herd this fall.

A truly top son of TR Zato Heir 27th. He was first place summer bull calf at the 1954 Fort Worth show. He is being mated to daughters of the 67th and we are looking forward to this cross. He will be a member of our show herd.



We cordially invite you to be our guest at our annual picnic and watermelon party, Saturday evening (5 to 8 PM) August 21st, at the ranch. Bring your family and friends. We will have some of our good Herefords for you to see and you can visit with your fellow breeders. It will be a real pleasure to have you present.

F. D. JONES

Hereford Ranch

RHOME, TEXAS

J. D. Womack
Herdsman

Marvin Mayberry
Manager

Ranch located on Hy. U. S. 81 two miles north of Rhame,
which is 20 miles north of Fort Worth.

SAT., AUG. 21st.



LISTED 1954



**HG
Proud
Mixer A.**



Bowen Hereford Farms

ROBERT J. BOWEN
Owner

DALE BURLISON
Herdsman

**COLEMAN,
TEXAS**

Where you can select
**QUALITY
IN LARGE NUMBERS**



BULLS: over 200 for sale annually
FEMALES: over 100 for sale annually

FEEDER CATTLE:
over 2,000 for sale annually

EMMETT LEFORS

**PAMPA,
TEXAS**

Box 1637 • PHONE 4-3533

**THE CATTLEMAN'S
ANNUAL HORSE ISSUE**

will be off the press Sept. 1. Get
your advertising copy in
by August 20.

The Cattleman

Established 1914

OWNED BY CATTLEMEN
PUBLISHED BY CATTLEMEN
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(Ranch & Paddock—a Pure Linseed Oil Paint)
Reg. \$6.15 Gal. Spec. \$3.88 Gal.
F. O. B. Dallas

Satisfaction Guaranteed
Or Your Money Back
Send Check or Money Order Today

**PRATT
PAINT & PAPER CO.**

3826 Ross Avenue

Dallas, Texas

Mrs. Mitchell is survived by three sons, J. C. Mitchell of El Paso, John Mitchell of Ozona, W. C. Mitchell of Fort Stockton, and a daughter, Mrs. J. C. Montgomery of Fort Stockton. Also surviving are four grandchildren: Billy Mitchell of Fort Stockton, Tom Mitchell, Limestone, Maine; Mrs. Edward Kerr of Sanderson and Mrs. L. F. Hoey of San Antonio, and three great-grandchildren.

Emil M. Zuberbueler

Emil M. Zuberbueler, Comstock county rancher, died at his home in Comstock July 5 at the age of 74. Zuberbueler was born in Las Vegas, N. M., and moved to Shumla in 1898. He came to Comstock in 1906. Survivors include the widow, Mrs. Louise Zuberbueler; five daughters, a son, a sister and seven grandchildren. The son is John U. Zuberbueler; the daughters are Mrs. Walter King, Mrs. Martin King, Mrs. L. W. Kesler and Mrs. Francis Skehan of Comstock and Mrs. A. P. Riedel of Del Rio. The sister is Mrs. William Berger of Dunlay.

Joseph Frank Cage

Joseph Frank Cage, highway and heavy construction contractor and former bank president, died in Austin July 5 at the age of 69. Cage, a native of Blanco, Texas, was a partner in Cage Brothers of San Antonio and was president of the Moore State Bank in Llano from 1926 to 1951. Surviving are his widow, Mrs. Louise Cage of Austin; three daughters, Miss Jo Cage and Mrs. John W. Bode of Austin, and Mrs. L. C. Beery of San Antonio; a son, Joseph Frank Cage, Jr., of Schenectady, N. Y.; two sisters, Mrs. Juliet Kellam of San Marcos and Mrs. E. B. Browning of Bishop; three brothers, Carlton of Blanco, T. C. of San Antonio and M. A. Cage of Cuero and five grandchildren.

Mrs. E. W. Gill

Mrs. E. W. Gill, wife of a Polled Hereford breeder, died in Brownwood July 20 at the age of 76. Mrs. Gill was born in Ellis county. In addition to her husband she is survived by two sons, Jim Gill, Coleman and Warren Gill, Whon, both Polled Hereford breeders.

Earnest Fowler

Earnest Fowler, retired banker, died July 8 at his home in Marble Falls, Texas, at the age of 73. Fowler was with the Home State Bank of Marble Falls for 45 years. Surviving are his widow; a daughter, Mrs. Floyd Parsons of Beville; two sons, Dean and Leslie Fowler of Houston; two sisters, Mrs. Carl Faubion and Mrs. Lonzo Griffith, both of Spicewood, Texas, and three brothers, Dr. F. F. Fowler of Denton, and Austin and Eli Fowler, both of Spicewood.

Mrs. Mary L. Manning

Mrs. Mary L. Manning, pioneer Texan, died July 20 at the home of a daughter, Miss Lillian Manning in Dallas at the age of 92. Mrs. Manning had been in failing health since breaking a hip in a fall three months ago. She was the first



TR ZATO HEIR 248th

Many expert cattlemen proclaim him one of the extreme top sons of the famous TR Zato Heir and an extreme top individual in his own right. He has been mated to our entire herd.

The "Bull"

TR Zato Heir

T. Royal Lady 5th

H&D Tone Lad 105th	H&D Zato T. Lad 8th
Leola Flowers	Miss Heir 182d
T. Royal Rupert 185th	Beau Flowers
T. Lois Rupert 28th	Leola Mixer
	Hazford Rupert 81st
	HT Miss Aster 29th
	T. Royal Rupert 8th
	HT Miss Rupert 11th

The "Cows"

Our cow herd consists of 160 head of Hazlett-bred females. This herd of Hazlett cows has produced a Register of Merit sire, numerous showing winners, consignment sale toppers and one of Kansas' top annual sale offerings.

The "Calves"



This picture, taken the first of May, shows a small sample of the calves we have by "the 248th," out of our Hazlett cow herd. Their uniformity, heavy bone, good size, straight legs, good heads and light color impress all who have seen them.

We'd like to have you come and see for yourself why we're so enthusiastic about the "BULL," the "COWS" and the "CALVES."

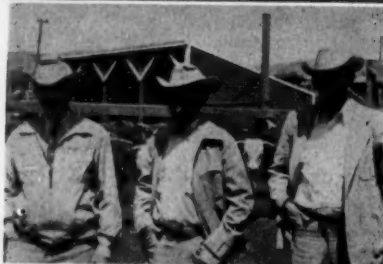
FRANK R. CONDELL
Dellford Ranch
El Dorado, Kansas

Pladders-


A guy has to be careful
what he says and does
when he says and does

We aren't given much to "braggin'"—quiet even, when it comes to talking. Kind of like to keep plodding along, doing the best we can. Your friends soon get to know you and trust you.

The greatest satisfaction we get out of this cattle business is having our friends come back year after year. For instance, the Tom Burnett Estate are now using almost 500 WHR bulls.



John Gervais, Tom Humphrey, Tom Burnett

These are the men who guide the destinies of the 6666 and the  great ranches, both.

When it comes to BEEF production WHR blood helps most (this ain't braggin'—it's facts). You can find it among the **TOPS**

Wherever you go

WYOMING



HEREFORD

RANCH

Cheyenne, Wyo

white child born in Fort Griffin and her birth has been re-enacted during the annual Fort Griffin Fandangle. Mrs. Manning lived in Albany and Stamford before moving to Dallas to live with her daughter. Her husband was the late Dr. Edmund Roach Manning of Stamford. Survivors include another daughter, Mrs. D. G. Vick, Fort Worth; a sister, Mrs. Ellis Richardson of Fort Worth; a brother, John D. Lynch, Sr., of Albany; three grandchildren, Mrs. Marvin H. Brown of Fort Worth, Mrs. R. W. McKinney of Nacogdoches and Manning Vick of Graham; seven great-grandchildren and two great-great-grandchildren.

Mrs. Annie Gross

Mrs. Annie Gross, wife of L. Gross of Houston, died May 3 at the age of 63. Survivors include the husband; a daughter, Mrs. Sol L. Black; a son, Dr. Joseph Gross, all of Houston; three sisters, Mrs. Abe S. Cohn, Houston, Mrs. Joseph Horowitz, Chattanooga, Tenn., and Mrs. F. B. Silverstein, Miami, Fla.; a brother, Daniel Schlanger, Houston and four grandchildren.

George W. Sharp

George W. Sharp, ranchman of the Johnson City area, died at his home in Johnson City, Texas, following a heart attack on June 13, at the age of 57. He had ranched in Llano and Blanco counties all his life, except time he served his country in two world wars, and for a time he worked for the San Antonio Livestock Commission Co. as bonded livestock buyer. Survivors include his wife, Mrs. Hattie Sharp, four sisters, Mrs. W. W. Waters and Mrs. Wm. Wolf of Johnson City, and Mrs. E. J. Waters and one brother, Neal Sharp, both of Round Mountain, Texas, and a sister, Mrs. B. M. Stevenson of Gonzales, Texas.

John Castleberry

John Castleberry, pioneer Andrews county rancher, died July 17 in Stanton, Texas, after a lengthy illness. Castleberry was born in Hood County, Texas, and started ranching in 1912. He retired in 1931 and moved to Midland where he lived until a few years ago when he went to Stanton. Survivors include two daughters, Mrs. Bill Epley of Midland and Mrs. Thelma Ford of San Diego, Calif.; two sons, Hugh Castleberry of Elida, N. M., and Hub Castleberry of Marfa; two brothers, Frank Castleberry of Boring, Ore., and Dick Castleberry of Caddo, Okla., two grandchildren and two great grandchildren.

Robert D. Hinkson

Robert D. Hinkson, retired banker and cattleman of Strawn, Texas, died July 18 of a heart attack at the age of 67. Hinkson, member of a pioneer Strawn family, was president of the Strawn National Bank, now the First Strawn National Bank, for 11 years. His father, the late R. C. Hinkson, founded the bank. Hinkson owned a ranch six miles north of Strawn and one near Possum King-

dom Lake. Surviving are his wife, the former Miss Laura Dalton of Palo Pinto county; three sons, Robert D. Hinkson, Jr., of Graford, and P. H. and William H. Hinkson of Strawn and 10 grandchildren.

Jacob Rothe

Jacob Rothe, native of Medina county and long time resident of San Antonio, died July 15 at the age of 75. He had been associated with firms on the San Antonio stock yards exchange for about 20 years. Survivors include his wife, Mrs. Christine Rothe; sons, William J. Rothe, San Antonio, and Louis R. Rothe, Freer; daughters, Mrs. W. G. Wetta, San Antonio, Mrs. Lee Wood, Freer, and Mrs. J. T. Kinnard, Luling; brothers, Augustus Rothe, San Antonio; Ernest Rothe, Laredo; Judge Arthur Rothe, Hondo, and Oscar Rothe, D'Hanis; and sister, Mrs. Walter Albrecht, San Antonio.

B. C. George

B. C. George, pioneer resident of Motley county, died June 22 in a Matador hospital at the age of 77. He came to West Texas in 1876 and was employed on the Matador ranch for several years. In later years he settled at Flomot where he engaged in farming and livestock raising. Besides his wife, he is survived by two daughters, Mrs. W. W. Baldwin of Plainview and Mrs. T. D. Rochelle of Antioch, Calif.; three sons, Z. C. and Harrison of Flomot and Roy of Mathis; seven grandchildren. Also surviving are one sister and two brothers.

D. A. Riley

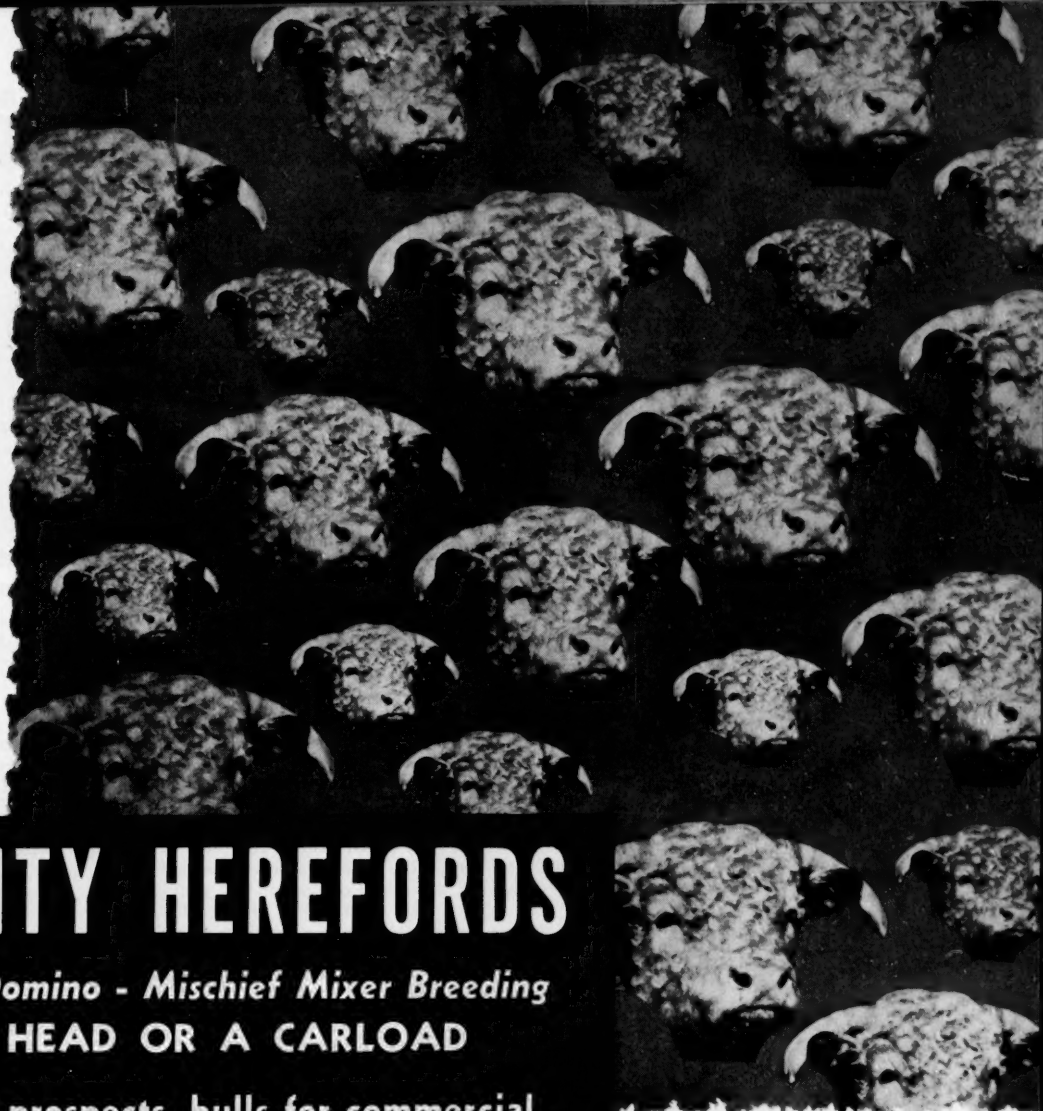
D. A. Riley, 79, retired Fredericksburg businessman and rancher, was killed in an automobile accident last month near Eckert. He was one of the founders of the Texas Corriedale Sheep Breeders Association and one of Fredericksburg's early civic leaders. Survivors are a son, Crockett of Fredericksburg; a daughter, Mrs. Roy Kothmann, San Antonio; and a brother, F. B. Riley, Fredericksburg.

Cornelius Doornbos, Sr.

Cornelius Doornbos, Sr., rancher, farmer and philanthropist of Nederland, Texas, died July 12 after a brief illness at the age of 74. Doornbos was a native of Holland and for years had been active in civic affairs in Nederland. He is survived by his wife; four daughters, Mrs. R. L. Barnett, Port Arthur; Mrs. Herbert Youmans, Nederland; Mrs. T. L. Miller, Nederland and Mrs. Rose Marie Gladding, Dallas; three sons, William, Cornelius, Jr. and Richard Doornbos, all of Nederland; two brothers, Arien Doornbos of Bozeman, Mont., and Tjaart Doornbos of Yellow Knife, Canada; a sister, Mrs. A. Sorensen of Cheyenne, Wyo., eight grandchildren and a great grandchild.

Mrs. Olga Muennink

Mrs. Olga Muennink, Hondo, Texas, died July 14 at the age of 80. Survivors include three sons, Frank Muennink, Andrew Muennink, Clarence Muennink; four daughters, Mrs. Edwin Wieners,



QUALITY HEREFORDS

Colorado Domino - Mischief Mixer Breeding
ONE HEAD OR A CARLOAD

**Herd bull prospects, bulls for commercial
producers, top replacement females . . .
with size, bone, quality - yellow color.**

Range Raised - Range Conditioned
ALL AGES FOR SALE

We are very proud of the uniform,
top quality throughout our herd
and extend a cordial invitation to
breeders and ranchers to visit us
and inspect our cattle.

MILL IRON

**JIM
SANDERS
MGR.**

**CHILDRESS
TEXAS**

Hereford Company

THE WORLD'S LARGEST HERD OF REGISTERED HEREFORDS





RANCH HOUSE Stock SALT

mineralized and plain

phosphorus
manganese
calcium
sulphur
copper
cobalt
iron

UNITED SALT CORPORATION

OFFICE HOUSTON LY-4295
MINE - HOCKLEY, TEXAS
PHONE WALLER 25

The Cattleman

Established 1914

OWNED BY CATTLEMEN
PUBLISHED BY CATTLEMEN
READ BY CATTLEMEN

Mrs. Hulda Weiners, Miss Lillie Muenink, Miss Nellie Muennink, and a sister, Mrs. Louise Riley.

W. A. Sheek

W. A. "Tuck" Sheek, Paducah, Texas, died recently at the age of 84. Sheek was born in Jack county and came to Cottle county in 1890. He was manager of the Moon Ranch, owned by W. T. Richards for many years, and operated a small ranch of his own since 1923. Survivors include his wife, three daughters and a son.

W. L. Moody, Jr.

W. L. Moody, Jr., Galveston publisher, business man and land owner, died July 21 at the age of 89. Moody was president of the Galveston News and Tribune and was one of Texas' largest real estate owners. He was a native of Fairfield, Texas.

Joe Wallace

Joe Wallace, member of a Kent county ranching family, was killed July 12 when a new car he was driving went out of control and turned over several times. He was dead on arrival at a Sweetwater hospital. Wallace was the son of Mrs. Bert Wallace, owner of O-Bar-O Ranch near Claremont. Bert Wallace was a former director of Texas and Southwestern Cattle Raisers Association. He died in December, 1949. Joe Wallace attended Oklahoma A. & M. College for two years and planned to return this fall for his junior year. Besides his mother he is survived by a brother, Bilby Wallace, Claremont and a sister, Mrs. Margaret Baldrige, Lubbock.

Hereford Transactions

C. H. McDonald, Linden, Texas, sold 10 Hereford cows to D. E. Wright of Simms, Texas.

One Hereford bull and 34 cows have been purchased from Hugh Wolfe, Stephenville, Texas, by G. D. Everett & Sons, also of Stephenville.

Jones & Dameron of Hereford, Texas, report the sale of a Hereford bull and 10 heifers to J. E. McCathern, also of Hereford, Texas.

Ray Powell, Sarcoxie, Mo., purchased from Roland Reed, Westville, Okla., a total of 10 Hereford heifers.

Mayo Farms of Tulsa, Okla., report the sale of five Hereford heifers to R. C. Gilbert of Broken Arrow, Okla.

Faulkner Farms of Delaware, Okla., report a Hereford bull and four heifers sold to Eleanor Hatch of Nowata, Okla.

Chas. R and Jennie B. Ashley, Claremore, Okla., are the new owners of five Hereford cows and one heifer purchased from Frank J. Falletti also of Claremore.

A. T. McDannald, Houston, Texas, reports seven Hereford bulls sold to Mrs. Isadore Bolton, Rawlins, Wyo.

Gene Pickard, Albany, Texas, sold five Hereford heifers to A. W. Mackey, Albany, Texas.

Thirteen Hereford cows, recently owned by B. V. Tuttle, Bonham, Texas, have been purchased by C. S. Carroll, Jr., Ravenna, Texas.

Jim Hering, McGregor, Texas, sold a Hereford bull and 21 heifers to Minn-Tex Meadows, of Austin, Texas.

W. S. Marshall and R. H. Armstrong, San Antonio, Texas, are now owners of three Hereford bulls, 10 cows, and four heifers recently purchased from Francis G. Schmid of San Antonio.

E. L. Lowe, Colorado City, Texas, bought 12 Hereford cows from the herd of Hubert H. Klein, Stonewall, Texas.

Alton Strickland, Cushing, Texas, sold a Hereford bull, 16 cows and two heifers to Jewel Gunter, Rusk, Texas.

Industry Leaders Plan Beef- Vegetable Campaign

LEADERS of the beef cattle and vegetable industries have joined forces to move the unusually plentiful supplies of beef and vegetables in prospect for this fall. They agreed, at a Chicago meeting, to center efforts on a nation-wide beef-and-vegetable campaign, from Sept. 30 to Oct. 9, featuring economy combination dishes such as beef stews and pot pies.

Representatives of food distribution industries and the National Restaurant Association pledged full merchandising support to the drive, coordinated by the American National Cattlemen's Association. The National Live Stock and Meat Board, American Meat Institute, the United Fresh Fruit and Vegetable Association and the Vegetable Growers Association of America will cooperate in the campaign with the support of the U. S. Department of Agriculture's Plentiful Foods Program.

Industry representatives—anticipating generous fall supplies of beef, and of potatoes, carrots, onions, and other vegetables—expressed confidence that the combination of promotional efforts will move larger quantities of both commodities to consumers through regular trade channels.

Advised of the action, in Washington, Secretary of Agriculture Ezra Taft Benson complimented the industries on their initiative in finding further solutions to their marketing problems. The secretary offered full support of the department to the program.

CORRECTION

To keep the records straight for posterity, The Cattleman hastens to correct an error on page 28 of the July issue on which pictures of two members of the Reynolds family are criss-crossed. The picture of Will D. Reynolds should be George T. Reynolds and vice versa. Our apologies to the Reynolds family for this error.

Castration of bull calves if done with a knife should be done when the animals are between two and eight weeks old, and before flies are numerous.

TR ZATO HEIR 74th - *senior herd sire - proven lineage!*



TR Zato Heir
3380000
H&D Tone Lad
105th 3488354
Lola Flowers
251628
Real Silver Domino
4th 337191
Delona T. 36th
3316782
H&D Zato Tone Lad 8th
Miss Heir 182d
Bess Flowers
Lola Mares
Real Domino 51st
Daisette Silver
Hazel Rupert 81st
Queena

S HUSKY PALADIN - *assisting sire - proven lineage!*



S Husky Paladin 81st
428773
Paladin's Return
4765725
Bonnie Mischel 338th
2772587
Young Mischel 47th
254932
Bonnie Mischel
257th
Paladin Domino L
Lola Domino
Husker Mischel 47th
Lola Rose 141st
Young Mischel 4th
Lola Mischel 8th
Husker Mischel 14th
Bonnie Mischel 8th

SILVER ZATO HEIR - *junior herd bull - proven lineage!*



TR Zato Heir 74th
8505002
H&D Tone Lad 105th
Lola Flowers
Real Silver Dom. 64th
Delona T. 36th
H&D Tone Lad 8th
Bonnie Mischel 161st
Delance Domino
Panama May
Miss Silver T 2nd
4280993
H&D Tone Lad 21st
3640756
Miss B. Brackett 12th
2636217
Tone Heir M. 18th
5087897

ALLEN POE

GENE CHAPMAN

COW HERD

Our cow herd is made up of daughters and granddaughters of: Hazford Rupert 81st, HT Tone, H&D Tone Lad 105th, H&D Tone Lad 21st and Domino Heir 21st.

LISTED



1954

KING
Herefords
CANTON, MISS.

1954 BUYERS

CMR Lady Larry
77th to J. F. Mc-
Gowan II, Elm Lake
Ranch, Mobile, Ala.,
\$8,000.

CMR Advance Larry-
ette to Etowah River
Ranch, Cartersville,
Ga., \$5,850.

CMR Lady Larry 66th
to C. E. Nance, St.
Elmo, Ill., \$5,800.

CMR Miss Anxiety
71st to J. F. Mc-
Gowan II, Elm Lake
Ranch, Mobile, Ala.,
\$5,200.

CMR Bonnie Mixer to
Ken-Al Ranch, Co-
lumbus, Miss., \$3,300.

CMR Blanche Rollo
4th to Payne Mid-
yette & Son, Talla-
hassee, Fla., \$3,250.

CMR Miss Anxiety
59th to Dr. John L.
Montgomery, Knox-
ville, Tenn., \$3,250.

CMR Blanche Dom-
ino 99th to H & H
Ranch, Nesbitt,
Miss., \$3,250.

CMR Donna Mischief
21st to R. L. Whear-
ley, Fort Wayne, Ind.,
\$3,100.

13th CONSECUTIVE YEAR

Again this year, '53-'54...

CMR

The '53-'54 sale season proves again (for the 13th consecutive year) the superiority of CMR breeding in the sale ring, the show ring and in the breeding herds of the buyers of CMR blood. CMR's show record lists 15 national grand and reserve championships (bred 2 others); the best-six-head 7 times; first get of senior and junior get) 6 times and Premier Exhibitor 1 times. For 13 consecutive years the CMR auction has been the highest average Polled Hereford Breeder Sale in America; three times ('52, '53, '54) highest average of all Hereford sales with the '53 sale setting and holding to date the world's record for a Hereford auction—\$7,230 per head. This impressive record means just one thing—superior breeding and performance resulting from a carefully planned program of selected matings at CMR. This impressive record is important to you as a breeder only if you want to save time and money, avoid uncertainty and disappointment . . . and only if you want the best in Polled Hereford breeding. Plan now to attend our 14th annual sale Feb. 14th, and "tie in" with CMR breeding . . . invest in the best for better results.

CMR's LEAD IN THE SALE RING

REGISTER OF VALUE SALES (High Averages)

Circle M Ranch, Senatobia, Miss., again this year had the top sale with 51 head bringing \$231,950 for an average of \$4,548. This establishment has had the top Polled Hereford sale for thirteen years and ranked second previous to making the all time high Hereford average last year. Circle M Ranch ranks first in Register of Value bull sales and Register of Value females sales again this year.

	HEAD	TOTAL	AVG.
Circle M Ranch, Senatobia, Miss. (Polled)	51	\$ 231,950	\$4,548
Spring Valley Hereford Farms, Poolesville, Md. (Polled)	50	118,400	2,368
	57	130,060	2,282

REGISTER OF VALUE BULL SALES

For the second year in a row Circle M Ranch, Senatobia, Miss., topped the Hereford Register of Value bull sales with an average of \$6,848 on 20 head. Other bull sales in the upper bracket included Spring Valley Farms with an average of \$4,695, Hillcrest Farm with an average of \$4,305, Double E Ranch with an average of \$3,747 and J. P. McNatt with an average of \$3,672.

Following is a list of top Register of Value Bull sales:

	No. BULLS	AVG.
Circle M Ranch, Senatobia, Miss. (Polled)	20	\$6,848
Spring Valley Hereford Farms, Poolesville, Md. (Polled)	11	4,695
Hillcrest Farm, Chester, W.		
Double E Ranch, Senatobia		

REGISTER OF VALUE FEMALE SALES

For the third year in a row, Circle M Ranch topped the Register of Value female sales with an average of \$3,065 on 31 head. Two other polled Hereford herds were next in order, Spring Valley Hereford Farms with an average of \$1,712 on 30 head, Double E Ranch, Senatobia, Miss., with an average of \$1,582 on 40 head, and Wyoming Hereford Ranch, Cheyenne, Wyo., with 40 head averaging \$1,551.

A list of the Register of Value female sales follows:

	No. FEMALE	AVG.
Circle M Ranch, Senatobia, Miss. (Polled)	31	\$3,065
Spring Valley Hereford Farms, Poolesville, Md. (Polled)	39	1,712

1954 BUYERS

- DOBBS BROS. RANCH
Oakland, Tenn.
- B. S. OLES
Kingsville, Md.
- TWIN VIEW RANCH
Forrest City, Ark.
- JOHN N. BROWN
Louisville, Ky.
- A. Y. BANKS
Columbus, Miss.
- W. H. LEWIS
Greenwood, Ark.
- LAZY L RANCH
Grenada, Miss.

- CROW CREEK RANCH
Forrest City, Ark.
- DOUBLE H Z FARMS
Hamilton, Ohio
- D. C. ANDREWS
Union, Mo.
- J. W. HARWOOD
Brownsville, Tenn.
- MERLE LUCK
Richmond, Va.
- STEPHEN KING
Kingfisher, Okla.
- COLONIAL HOMES, INC.
Richmond, Va.

- EARL GUDAKUNST
Port Hope, Mich.
- DR. JOHN C. BRAUER
Chapel Hill, N. C.
- E. A. KEITHLEY, JR.
Frankford, Mo.
- JOE FOREE
Farber, Mo.
- D. S. EPPS
Kingstree, S. C.
- G. L. JACKSON
Laurel, Miss.
- ERNEST V. OFENHEIM
Ontario, Canada

OF CMR SUPERIORITY !

..CMR tops all Hereford sales

The Hereford Register
of Value
LISTED 1954

1954
BUYERS

**CMRs
FOR
CONSISTENT
PERFORMANCE**

REGISTER OF VALUE BULLS

HC Larry Domino 12th (one-half interest \$52,500) (Hillcrest Farms, Chester, W. Va. to McCormick Farms, Medina, Ohio)	\$105,000
Zato's Aristocrat (one-fourth interest, \$26,000) (Letts & Tarkington, Letts, Iowa to Caw Caw Plantation, Orangeburg, S. C.)	104,000
Hillcrest Larry 25th (Hillcrest to Fair Oaks Ranch, Boerne, Texas)	100,000
Zato Heir P 47th (Montgomery Hereford Ranch, Madera, Calif. to Milky Way Hereford Ranch, Phoenix, Ariz.)	50,000
CMR Mischief Domino 95th (Circle M Ranch, Senatobia, Miss. to C. E. Knowlton, Bellefontaine, Ohio) (Polled)	25,000
CMR Mischief Domino 96th (Circle M Ranch to Santa Fe River Ranch, Alachua, Fla.) (Polled)	20,400
A Choice Domino (Diamond A Polled Hereford Farm, Allendale, Ill., to West Farms, Mt. Carmel, Ill.) (Polled)	20,000
CMR Royal Larry 3rd (Circle M to Lakeview Farm, Danville, Ky.; Shady Rest Farm, Hodgenville, Ky. and Triple D Hereford Farm, Russell Springs, Ky.) (Polled)	18,000
CMR Mischief Domino 87th (Circle M to Buzzard Bottom Ranch, Senatobia, Miss.) (Polled)	11,000
M Zato Heir 40th (McNatt to W. W. Tarrant, Wichita, Kans.)	11,000
CMR Royal Larry 4th (Circle M Ranch to Sky Meadows Farms, Hamilton, Ohio) (Polled)	7,500
CMR Mischief Domino 94th (Circle M Ranch to Thompson Bros., Worthington, Ind.) (Polled)	7,200
CMR Mischief Domino 94th (Circle M Ranch to Thompson Bros., Worthington, Ind.) (Polled)	7,200

CMR Mischief Domino 95th to Mr. and Mrs. C. E. Knowlton, Bellefontaine, Ohio, \$25,000.

CMR Mischief Domino 96th to Mr. and Mrs. A. D. Davis, Santa Fe River Ranch, Alachua, Fla., \$20,400.

CMR Royal Larry 3rd to A. R. Gordon, Danville, Ky.; Ray Ragland & Sons, Hodgenville, Ky., and Dravo E. Tarter, Russell Springs, Ky., \$18,000.

CMR Mischief Domino 87th to Buzzard Bottom Ranch, Senatobia, Miss., \$11,000.

CMR Royal Larry 4th to Edward P. Frechtling, Sky Meadows Farms, Hamilton, Ohio, \$7,500.

CMR Mischief Domino 94th to Thompson Bros., Worthington, Ind., \$7,200.

CMR Miss Larrytone 7th to Mr. and Mrs. A. D. Davis, Santa Fe River Ranch, Alachua, Fla., \$3,100.

CMR Miss Anxiety 57th, W. S. and C. H. Satterfield, Pryor, Okla., \$3,000.

REGISTER OF VALUE FEMALES

HC Lady Larry 95th (Hillcrest Farms, Chester, W. Va. to Bay Manor Farm, Lewes, Del.)	\$ 12,000
M Zato Heiresse 30th (J. P. McNatt, Greenville, Texas to Herschede Ranch, Hereford, Ariz.)	9,000
CMR Lady Larry 77th (Circle M Ranch, Senatobia, Miss. to Elm Lake Ranch, Mobile, Ala.) (Polled)	8,000
S Silver Lady 21st (Suncrest Hereford Ranches, Phoenix and Springerville, Ariz. to Lucky Hereford Ranch, Gilroy, Calif.)	7,700
CMR Advance Larryette (Circle M Ranch to Etowah River Ranch, Cartersville, Ga.) (Polled)	5,850
CMR Lady Larry 66th (Circle M Ranch to C. E. Nance, St. Elmo, Ill.) (Polled)	5,800
CMR Miss Anxiety 71st (Circle M Ranch to Elm Lake Ranch) (Polled)	5,200
HC Lady Beau S 1st (Hillcrest to Bay Manor)	5,200
CMR Bonnie Mixer (Circle M Ranch to Ken-Ai Ranch, Columbus, Miss.) (Polled)	3,300
WP Baco Miss (Nance Hereford Ranch, Canyon, Texas to Star D)	
CMR Blanche Domino 99th (Circle M Ranch to H & H Ranch, Nesbitt, Miss.) (Polled)	3,250
CMR Blanche Rollo 4th (Circle M Ranch to Midyette Hereford Farms, Tallahassee, Fla.) (Polled)	3,250
CMR Miss Anxiety 59th (Circle M Ranch to Dr. John L. Montgomery, Knoxville, Tenn.) (Polled)	3,250
Baco Lady (Walter Hubbard & Son, Junction City, Oregon to Ed)	
CMR Miss Larrytone 7th (Circle M Ranch to Santa Fe River Ranch, Alachua, Fla.) (Polled)	3,100
CMR Donna Mischief 21st (Circle M Ranch to R. L. Whearley, Fort Wayne, Ind.) (Polled)	3,100
CMR Miss Anxiety 57th (Circle M Ranch to W. S. & C. H. Satterfield, Tulsa, Okla.) (Polled)	3,000

**CMRs
LEAD IN THE
SHOW RING**

★
**CMRs
LEAD IN
BREEDING
HERDS**

**SELLING THE
BLOOD OF
CHAMPIONS**

THE HOME
OF
CHAMPIONS

CMR
SENATOBIA, MISS.
M. P. MOORE, Owner

14th ANNUAL
SALE
FEB. 14, 1955





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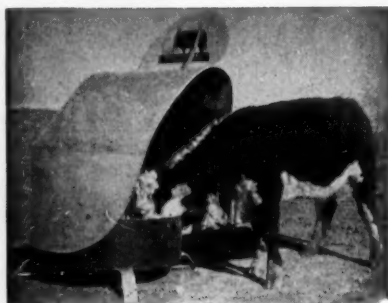
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Absolutely no additional expense or facilities needed to place in operation!

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EACH F. O. B. RALLS, TEXAS
 Capacity 200 Lbs. (Salt)

Also available in large salt-meal feeding size 300 lb. capacity (200 lb. cottonseed meal, 100 lb. salt) priced at \$54.50 each, F. O. B. Ralls, Texas.

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A Small Herd of Good Ones

At the head of our herd of select females is Grandview Upright 2nd, a top grandson of Pettodrie Upright.

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 Annual interest as low as 4%—10 to 20 years
 Liberal Pay-Off Privileges
 Refinance while interest is no low.

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 CHAS. M. HOLT, Pres. AMARILLO, TEXAS

Savannah Cross Lockey
Hereford Ranch

TROUP, TEXAS

GOOD BULLS FOR SALE

Injections May Control Grubs

S EARCH for a safe insecticide that kills cattle grubs, an internal insect parasite of livestock, when injected under the skin or fed to the animal, has moved into the promising field of organic phosphorus insecticides, the U. S. Department of Agriculture has reported. Entomologists and veterinarians investigating insects affecting livestock at the Kerrville, Texas, laboratory of the Agricultural Research Service found that diazinon given by mouth and under the skin and chlorthion and a dialkyl phosphate given yearling cattle by mouth killed cattle grubs for as long as three weeks following treatment.

Aldrin, dieldrin, and lindane—all chlorinated hydrocarbons—had previously been found to kill cattle grubs when injected into cattle, but the recent Kerrville research represents the first successful use of phosphorus insecticides. Yet to be determined are what toxic effect continued use of the chemicals will have on the animals and whether treatments cause accumulation of chemical residues in meat or milk.

The research scientists hope that phosphate insecticides residues will disappear rapidly from animals as they do when used on plants for insect control. Proof of quick disappearance of residues would recommend further testing of the phosphates both against internal cattle grubs and perhaps such external pests as flies, mosquitoes, and lice.

Reported results are only preliminary; practical use of these materials is a long way off. The search is still on for a safe treatment to kill grubs before they reach the back of the animal and puncture the skin, to further damage the animals or the meat and decrease the value of the hide as leather. In these tests with phosphate insecticides, few, if any grubs were killed before reaching the backs of the cattle.

Cattle grubs—known also as warbles or “wolves”—cost the livestock industry in all areas of the United States millions of dollars yearly in meat, milk, and leather. Adult flies, known as heel flies, attack cattle during early spring, and attach their eggs to short hairs, if possible around an animal's heels. When the eggs hatch, the maggots burrow into the skin, developing within the body of the animal for seven or eight months. They then work their way to the animal's back and puncture it. Cysts or pockets form around the parasites. Growth complete, the grubs work their way out of the holes they have punctured, drop to the ground, and pupate. They emerge in the spring as adult flies.

THE CATTLEMAN'S ANNUAL HORSE ISSUE

will be off the press Sept. 1. Get your advertising copy in by August 20.

BARRET HEREFORDS

pay off for others



LARRY MIXER DOMINO 20th AND A FEW OF HIS CALVES

The "20th" is siring a very excellent group of calves for us and all who have seen them have been highly complimentary. They are the kind we are proud to show you.



HG PROUD MIXER 673rd

The "673rd" has been a truly great sire for us. His sons and daughters have done well for other breeders as well as for us. We have 75 of his daughters in our cow herd of 200 head.

**Junior Herd Sire
B&D ZATO HEIR**
(Owned Jointly With
Dudley Bros.)

Our many satisfied customers is the best recommendation we can give for our cattle. Come by and select from the prospects we have—herd bull prospects, top range bulls and quality replacement females.

See our offerings at the fall sales—See our show herd at the fall shows.

Texas Beef Council Organized

ROY Parks, Midland, Texas, rancher was elected president of the Texas Beef Council, which held its organizational meeting in Fort Worth July 15.

Other officers elected to the council are J. D. Sartwell of Houston, first vice-president, representing the Port City Stock Yards; Ben Carpenter, Dallas, second vice-president, representing the East Texas Chamber of Commerce; Dolph Briscoe, Jr., of Uvalde, secretary, representing the Texas and Southwestern Cattle Raisers Association and Joe A. Clarke, Fort Worth, treasurer, representing the Texas Bankers Association.

Purpose for which the council was or-

ganized is to promote the consumption of beef in Texas; to cooperate with the National Livestock and Meat Board and other organizations promoting meat on a national scale and to increase the per capita consumption of beef in Texas.

The principal office of the council will be located at Fort Worth and membership will consist of organizations, institutions and individuals interested in the beef industry of Texas either directly or indirectly.

More than 60 persons representing 44 organizations were present at the meeting, which was called by Parks, also president of the Texas and Southwestern Cattle Raisers Association.

Parks pledged \$10,000 from his organ-

ization to help finance the initial work of the council. Representatives from other attending organizations felt that a like amount and possibly more could be raised by October 1.

Organization of the Texas Beef Council follows work now being done on the problem of increasing the consumption of beef by producers in most other states in the nation.

Members elected to the executive committee in addition to those named above are as follows: Leo Welder, Texas and Southwestern Cattle Raisers Assn.; T. L. Roach, Panhandle Live Stock Assn.; Hays Mitchell, Highland Hereford Assn.; Tobin Armstrong, Santa Gertrudis Breeders International; Ted Alexander, Texas Hereford Assn.; Walter Hammond, Farm Bureau; Luther Sharp, Texas Chain Store Assn.; Jerry Johnson, Texas Retail Grocers; Loyan H. Walker, West Texas Chamber of Commerce; Henderson Coquat, South Texas Chamber of Commerce; W. Price, Jr., Texas Restaurant Assn.; Rocky Reagan, Jr., South Texas Hereford Assn.; Clarence Scharbauer, Jr., TSCRA.

We Are Proud to Feature These Herd Bulls

★ EG PROUD MIXER 118th

By WHR Proud Mixer 21st, and he is proving the prepotency of the blood through the calves he is siring for us. We are proud to show them.

★ B ZATO HEIR

By TR Zato Heir. His first calves are extra good. We will offer a few herd bull prospects by him this fall.

★ FHR PROUD MIXER 39th

A double grandson of WHR Proud Mixer 21st. He is the sire of our Waco offering . . . they are the right type.

*See our consignments
to these top sales:*

**HEART O' TEXAS
SALE**

OCT. 5th

WACO, TEXAS

**CAPITAL AREA
SALE**

NOV. 4th

AUSTIN, TEXAS

Bassel Hereford Farm

TEMPLE, TEXAS

DR. P. M. BASSEL & SON

Telephone 3-3162

3½ Miles West on Highway 36

Farmers Warned to Watch Poisonous Materials

EVEN on the best-managed farms, carelessness with poisonous materials used in farming may exact a costly toll among livestock, the American Foundation for Animal Health warns animal owners.

"In fact, the risk may be even greater on well-managed farms because of their greater use of chemical products, as in weed and insect control," says the Foundation.

"For example, cattle readily eat plants treated with sodium chlorate, and the results are often fatal. They will by-pass plants treated with arsenic, but may be poisoned by drinking from puddles in fields recently treated. Various other weed killers are in themselves harmless to animals but may cause chemical changes in plants, which, when eaten, produce ill effects."

Fertilizers containing nitrogen should be placed well out of reach of livestock. So should discarded paint pails, old storage batteries, and other products containing lead. An animal may be poisoned after just a few licks, the Foundation says.

Certain chemical compounds are effective worming agents, but should never be left where animals can get at them. Similarly, salt is vital to animals, but when it becomes a brine it may be toxic to pigs.

"Prompt treatment is the key to saving animals that are poisoned," the Foundation advises. "The veterinarian should be called the moment the first poisoning symptoms are noticed."

Recent experiments show that calves raised in open-type structures, even in a cool, damp climate, have a lower death rate than those kept in closed buildings.

TOP QUALITY POLLED HEREFORDS



MESA DOMINO

Pld. Adv. Domino 175716-3483175	Advance Fairview 1955109	Advance Domino Hattie Fairview
Nov. 20, 1943	Queen Domino 22d 134416-3029687	Golden Domino Queen Domino 18th
Hattie Fairview 4th 132941-2953448	Polled Anxiety 4th 100937-2393955	Advance Fairview Susette
	Hattie Fairview 2d 94355-2304838	Advance Polled Domino Hattie Fairview

Our senior herd sire, Mesa Domino proved by his first calf crop that he is a powerful influence for the betterment of the Polled Hereford breed. One-half interest in one of his first three calves, when six weeks old, was purchased by Lobdell & Nelson, Alamosa, Colo., for \$7,500. He continues to produce the breed-improving kind.

FOR SALE

WE HAVE SEVERAL SONS AND DAUGHTERS OF THESE TWO GREAT BULLS FOR SALE—INCLUDING EXCELLENT REPLACEMENT FEMALES AND HERD SIRE PROSPECTS.



ADVANCE RETURN

Flat Top Return 4320568	R. Prince Domino R. 164th 2744600	Prince Domino Return Lady Randolph 210th
Nov. 1, 1945	Princess Domino E. 135th 2732061	The Prince Domino 30th Princess Domino 52d
Blanche 53d 3743825	Advance Domino B. 3690160	Advaniety Donna Agnes 9th
	Blanche Mischief 37th 2920639	Jr. Prince Domino 105th Blanche Mischief 36th

These two great bulls are being used on our cow herd of Anxiety and Mischief breeding. Advance Return is being mated to daughters of Mesa Domino, and Mesa Domino is being mated to daughters of Advance Return. We would welcome your visit to the ranch to inspect these sires and their offspring.

Gollihar Hereford Ranch

W. R. GOLLIHAR, Owner

12 MILES NORTH OF

WHITNEY TEXAS

VISITORS
WELCOME

VISITORS
WELCOME

Breeders of
DOUBLE REGISTERED POLLED HEREFORDS

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Blum 42F2

WILLOW LAKE RANCH

LAKE VILLAGE, ARKANSAS



SANTA GERTRUDIS

*The Most Honest Cattle
Living*



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Owner and Manager
211 Resident St.
Wharton, Texas

W. J. GOLDSTON
Owner
202 Oil & Gas Bldg.
Houston 2, Texas

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King Ranch  Cows and  Bulls

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Santa Gertrudis
Breeders International

★ CHUCKWAGON ★

By CHARLIE, the cook

JUST call me "Monsieur"—or a reasonable facsimile thereof.

The pretty certificate says "A tous ceux qui ces presentes verront" (which I take to mean "To all whom these presents may come") that Charlie the Cook is now an honorary member in The Ancient Order of Creole Gourmets—a society which had its origin in the early days of Southwest Louisiana, and which has as its purpose the perpetuation of Creole traditions of good eating.

W. H. Trappey, the New Iberia packer of fine Creole foods and condiments—and the sponsor who nominated me for membership in the Ancient Order—tells me that in those early days, after the harvest was over, it was the custom for prominent families of the Bayou country to entertain friends and neighbors at a lavish food festival.

Each of these old Creole families had at least one special dish for which it was famous in the region, and in its preparation the entire family and all its servants took great pride. And, as the years went by, these favorite recipes were handed down from generation to generation.

Like, for instance, in the case of Silvio Broussard, the retired postmaster of New Iberia, M. Broussard, a pleasant-faced gentleman who calls himself 86 years young, has as his specialty one of the most famed dishes of the Bayou Teche country, Creole Courtbouillon—pronounced Coo-boo-yon.

It looks like an ambitious project but if you're looking for some typical Acadian eating this is it. Here's what M. Broussard puts into the pot when he has a dozen hungry Cajuns coming to dinner.

INGREDIENTS: 10 pounds of firm-fleshed fish (such as gaspergou, redfish or catfish) that will withstand long cooking, well seasoned with salt, black and red pepper; one No. 2 can of whole tomatoes; one can of tomato paste; three-fourths cup of fat; one cup of flour; three cups of finely chopped onions; four cloves of finely chopped garlic; one-fourth cup finely chopped celery; two sliced lemons; three bay leaves; one teaspoon thyme and allspice; one finely-chopped bell pepper; one can (four ounce) of button mushrooms; six tablespoons of chopped parsley; salt, black and red pepper to taste; Torrido pepper sauce to taste; one-fourth cup of dry wine, optional.

METHOD: Place fat in dutch oven or cast iron pot. When hot add flour and stir over low heat to make a dark brown mixture, which is called a "roux". Add onions stirring constantly until tender. Put in tomatoes and tomato paste, stirring occasionally, and let cook until the fat is seen to rise to the surface and the mixture is a smooth pulp.

Now, stir in two and a half quarts of

water, seasoned fish, lemon slices, garlic, celery, bay leaves, thyme, allspice and bell pepper, and let mixture come to a boil for 15 minutes. Then lower the heat and let simmer for 20 minutes or until fish is tender and the liquid is the consistency of medium gravy.

Twenty minutes before serving stir in the mushrooms and season to taste with salt, pepper and pepper sauce. Add wine, if desired, at the last moment. Serve Courtbouillon and sauce on rice and garnish with chopped parsley.

(The foregoing recipe is the same used for the main course at the organization meeting of the Ancient Order of Creole Gourmets at Parquerdu Plantation, near New Iberia, in 1885. Since that time, according to M. Broussard, Teche country cooks have found no reason for making any changes.)

And here's another old-timer in the Broussard repertoire—the Aioli (i-o-lee) Dressing which the Creoles use to spark up boiled fish, or potatoes, or hard-cooked eggs. It used to be complicated but now it's achieved simply by adding a few ingredients to your favorite mayonnaise. Like this:

INGREDIENTS: Two cups of mayonnaise; three slices of stale bread; four to five cloves of garlic ground fine; half a teaspoon of salt; and salad oil if needed.

METHOD: Soak the bread in water and squeeze out. Work the garlic into the bread very thoroughly. Mix in the mayonnaise, beating well. If mixture thins out beat in salad oil until it has the consistency of creamed butter.

Note to G. T. Wax, Baton Rouge, Louisiana: The two recipes you requested, for sourdough biscuits and a good barbecue sauce (which have previously appeared in this column) have gone forward to you by mail.

Pineapple, as a fruit to go with meats, is a bell-ringer in most instances, and here's a tip:

First, make some meat balls like this: Crumble a slice of bread and soften with half a cup of milk. Combine this with a pound of ground hamburger, a pound of ground round steak, one egg, two teaspoons of salt, a dash of garlic salt and pepper to taste. Mix well and with wet fingers form into walnut-sized meat balls and brown them in two tablespoons of hot oil, shaking the pan frequently so the balls will keep their round shape.

Then get together the ingredients for the sauce: one can of beef bouillon; one No. 2 can of pineapple chunks; half a cup of chopped green pepper; fourth a cup of wine vinegar; half a cup of sugar; two tablespoons of soy sauce; half a teaspoon of salt; one teaspoon of monosodium glutamate; and two tablespoons of cornstarch.



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TR Prince Larry 7th is a grandson of the \$210,000 HC Larry Domino 12th. His sire is a half-brother to the \$100,000 Hillcrest Larry 25th. He was selected for our herd because he has the right type along with deep, thick fleshing qualities that are so essential in profitable beef production. He is passing these qualities on to his calves. Make your next selections from our herd. We feel confident you will be pleased with results from Winston Bros. Herefords.



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THE CATTLEMAN'S ANNUAL HORSE ISSUE

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Simmer together for about 15 minutes the bouillon, pineapple and syrup, green pepper, vinegar, sugar, soy sauce, monosodium and salt. Moisten the cornstarch a little in water and then stir into the boiling liquid. Simmer and stir until the sauce is clear and thickened. Add the browned meat balls and simmer 10 to 15 minutes until flavors are blended and meat balls are heated through. Serve with fluffy hot rice or noodles.

* * *

Hamburgers and potatoes—the latter jumpin' with iron and Vitamin C—are always natural go-togethers, but here's an appetizing way to bring the traditional combination into play:

INGREDIENTS: Four cups of diced new potatoes; one-fourth cup of margarine; one-fourth cup of minced green onions; half a cup of water; one teaspoon of lemon juice; one teaspoon salt; a pinch of pepper; two pounds of hamburger; another teaspoon salt; one-fourth teaspoon of pepper; one-half cup of soft cheese spread.

PROCEDURE: Melt the margarine in a heavy skillet. Add onion, including some of the minced green tops and cook until onion is clear. Add potatoes and water and lemon juice, and sprinkle with salt. Cover tightly and simmer until potatoes are tender but not mushy. While potatoes cook mix salt and pepper into hamburger and shape into patties. Broil until nicely browned, about five minutes on each side. When done put a tablespoon of cheese spread on top of each. Arrange potatoes in center of hot platter and hamburger patties around edge.

Got a good recipe you'd like to share with the neighbors? If so, send it to Charlie the Cook, care of The Cattleman. Or, if there's any particular recipe you'd like to have, ask Charlie. He'll round it up for you.

Champions at Haskell Horse Show

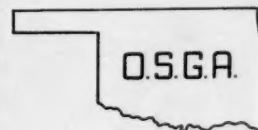
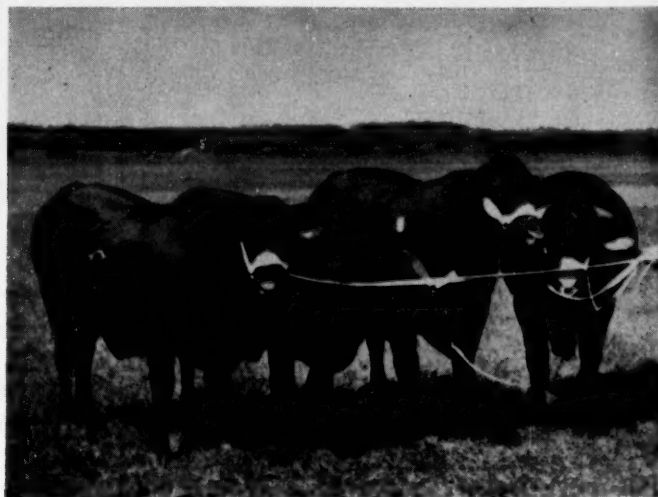
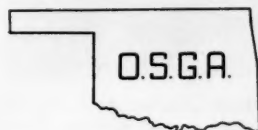
TOWN CRIER, owned by Paul Curtner, Jacksboro, was named champion stallion of the Quarter Horse show at Haskell, Texas, June 24-26. Brady Lady, owned by Rebecca Price, Ryan, was champion Quarter Horse mare.

The champion Palomino stock horse stallion was Booger Bear, owned by Jack W. Bridges, Glen Rose and the champion mare in this division was Zippy K, owned by Jack Spillman, Dallas. Sabre Jim, owned by J. E. Hawkins, Fort Worth, was champion pleasure type Palomino stallion and the champion pleasure type mare was Georgia Buck, owned by Gordon Arnold, Bedford, Texas.

The show was sponsored by the Saddle Tramp Riding Club.

The problem of garlic-flavored beef can be solved by taking the animals off pasture and putting them on dry-lot a week before slaughter, a University of Georgia study discloses.

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**7 FEMALES
1 BULL**

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John H. Atkins, Concho, Ariz., winner of old timers calf roping contest, Texas Cowboy Reunion and his horse, Jo Jo, bred by Ed Heller, Dundee, Texas.

Winners In Quarter Horse Show at Stamford

RODEO events and a Quarter Horse show were features of the Texas Cowboy Reunion held at Stamford, Texas, July 1, 2, 3, and 5. Included in the rodeo events was an old timers' calf roping contest in which the roper must be at least 55 years of age. This event was won by John H. Atkins, 55, of Concho, Ariz., who caught and tied his Brahman calf in 19.2 seconds. Atkins, who was born in Stephens County, Texas, has been in Arizona slightly more than a year. He ranches around El Paso and in New Mexico for a number of years. For his prowess he was awarded a handsome saddle, emblematic of the 1954 old-timers' calf roping championship at the Texas Cowboy Reunion.

In second place and close behind the champion was D. R. Wright of Breckenridge, Texas, with 19.4 seconds and in third place was C. B. Leach of Abilene, Texas, with a time of 21 seconds.

The ex-service men's calf roping contest, one of the special features of the cowboy reunion, was won by Booger Red Nixon, Breckenridge.

In the Quarter Horse competition, the grand champion stallion was General Lee, a four-year-old owned by F. Arthur Rogers, Greenville, N. M. Town Crier, owned by Paul Curtner, Jacksboro, Texas, was reserve champion.

Poco Maria, owned by E. Paul Waggoner, Fort Worth, was champion mare and Missy Lou, owned by Jack O'Donohoe, Holliday, Texas, was reserve champion.

The champion gelding was Buck Deuce, owned by G. F. Rhodes, Abilene.

The get of Poco Bueno, owned by Waggoner, topped the get of sire class.

Lloyd Jinkens, Fort Worth, judged the Quarter Horse show.

Awards by classes follow:

Stallions Foaled in 1953—1. Poco Pena, Spencer Baze, Stamford; 2. Poco Rodin, Oscar H. Dodson, Chillicothe; 3. Poco Dias, John Biggs, Vernon; 4. My Man, Paul Curtner, Jacksboro; 5. Brian's Lobate, Brian Hunsaker, Carrollton; 6. Jim McCue, R. T. Foster, Sterling City.

Stallions Foaled in 1952—1. Poco Stampede, Rhodes; 2. Jim McCue Fe, Foster and Hildebrand, Sterling City; 3. King's W. Bobby Wedekin,

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★ **EG ROYAL MIXER 215th**
By *HG Proud Mixer 579th*

★ **TR ZATO HEIR 220th**
By *TR Zato Heir*

★ **CW ROYAL DOMINO**
By *C-W Prince Domino 21st*

★ **AEF PUBLICAN DOMINO 17th**
By *Publican Domino 160th*



EG ROYAL MIXER 215

TR ZATO HEIR 220th

TR Zato Heir 5380000	{ H & D Tone Lad 105 3488354 Leola Flowers 2846628	{ H&D Zato Tone Lad 8 Miss Heir 182 Beau Flowers Leola Mixer
Calved October 29, 1951	{ T Bocaldo Tone 2 2719029	{ Lorena's Domino 47 Dona
T Bocaldo Lass 14 3585888	{ Princess Dominator 31 2213678	{ Dominator 85 Susie 2

This young proven sire is the newest addition to our herd bull battery and from the top calves he has sired we feel extremely fortunate in having a sire that is carrying on those prepotent characters that have made his sire so popular.

We own the "215th" (shown above) jointly with C. M. Caldwell & Son, Abilene, Texas. His calves possess those qualities that made him a winner in the show ring. Both his sire and dam are Register of Merit and we feel that you, too, will like his calves. Come by the ranch and see the prospects we now have.

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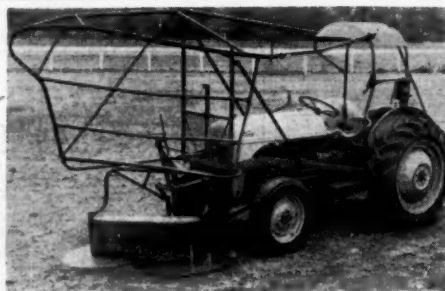


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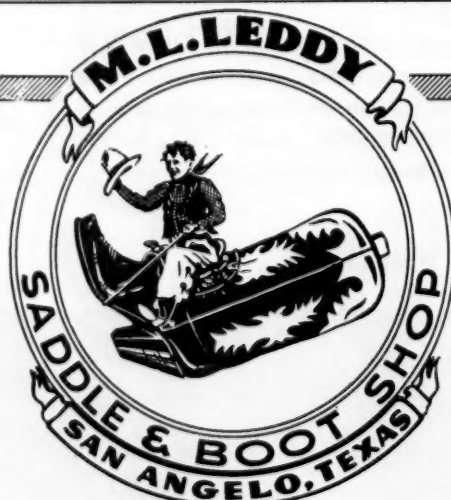
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General Lee, champion stallion Texas Cowboy Reunion Quarter Horse show, owned by F. Arthur Rogers, Grenville, N. M.

Stamford; 4, Brian's Sorrell, Hunsaker; 5, Colorado Peppy, Travis McCall, Bedford.

Stallions Foaled in 1951—1, Town Crier, Curtnar; 2, My Joe Blow, H. L. Atkin, Frederick, Okla.; 3, Trick Reed, Foster Price, Sterling City; 4, Hidalgo Silvertone, Pat Bonds, Roswell, N. M.; 5, Tom Baker, Wilson Connell, Snyder.

Stallions Foaled in 1950 or Before—1, General Lee, Rogers; 2, Brian H. Hunsaker; 3, Peppy's Pokey, Dodson; 4, Gillean's Attaway, Wedekin.

Champion Stallion—General Lee, Rogers.

Reserve Champion—Town Crier, Curtnar.

Mares Foaled in 1953—1, Missy Lou, Jack O'Donohoe, Holliday; 2, Poco Lee, Oscar H. Dodson, Chillicothe; 3, Strole's Car, E. J. Freeman, Clyde.

Mares Foaled in 1952—1, Amigo, Butter O'Donohoe; 2, Dusty Star, Garland Price, Roscoe; 3, Elizabeth F., Foster and Hildebrand, Sterling City; 4, Richards Lady, Austin Davis, Lohn.

Mares Foaled in 1951—1, Poco Maid, G. F. Rhodes, Abilene; 2, Bo's Gigolette, Faye and Glenn Bohannon, Frederick, Okla.; 3, Class L, Miss Ray Purinton, Collyer, Kan.

Mares Foaled in 1950 or Before—1, Poco Maria, E. P. Waggoner, Fort Worth; 2, Nettie G., Charles Springstun, Big Lake; 3, Chubby's Queen B, H. L. Atkin, Frederick, Okla.; 4, Strole's Sable, Spencer Baise, Stamford; 5, Sally Taylor, W. R. Porter, Roscoe; 6, Grace's Stinky, Rhodes.

Grand Champion Mare—Poco Maria, Waggoner.

Reserve Champion Mare—Missy Lou, O'Donohoe.

Geldings, Any Age—1, Buck Duece, Rhodes; 2, Sun San, R. T. Landers, Haskell; 3, Bear's Paw, Rex A. Smith, Abilene; 4, Pony Boy, J. P. Davis, Roby; 5, Bartender Red, Glenn Hancock, Jayton; 6, Betty Lou's Chief, O'Donohoe.

Get of Sire—Poco Bueno, Waggoner.

Produce of Dam—Betty Lou, O'Donohoe.

Redwine, owned and ridden by L. H. Turner, Strawn, won the cutting horse contest. Guthrie Ann, owned by G. F. Rhodes, Abilene, was second and West Bay, owned by Wilson Connell, Snyder, finished third.

Paul Jones, Stamford, won the registered cutting horse contest.

Champions in the regular rodeo events were:

Calf roping—Jack Newton, Abilene.

Wild cow milking—Rusty Bradley, Beaver Creek.

Saddle bronc riding—John Farris, Iowa Park.

Bareback bronc riding—David Rushing, Abilene.

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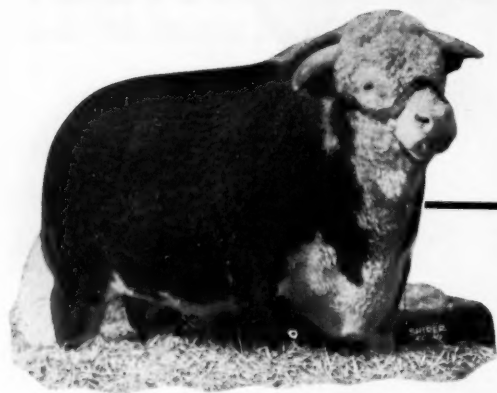
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MW Larry Domino 12th 3535023	Larry Domino 50th 2624412	Larry Domino Miss Sturgess
May 19, 1948	Belle Domino 2d 2027969	Prince Domino 402d
Lorena Domino 99th 2731969	Lorena's Domino 1553220	Belle Aster
	Miss Adv. Domino 41st 2303596	Onward Domino
		Lorena Aster
		Adv. Domino 13th
		June Domino

This full-brother to the record-priced \$210,000 HC Larry Domino 12th is siring tops for us. The same breeding that was so influential toward the success of the recent Hillcrest dispersion is in abundance here at Hi-Point Farms!

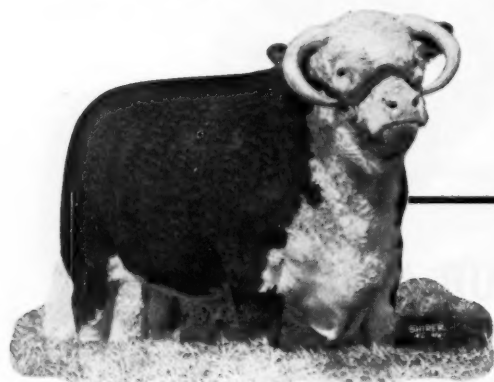
Hillcrest Larry 23d



HC Larry Domino 12th 5000000	MW Larry Domino 12th 3535023	Larry Dom. 50th
Sept. 28, 1948	Lorena Domino 99th 2731969	Belle Domino 2d
Colo. Princess K. 62d 3402527	Colo. Domino 166th 2317440	Lorena's Domino
	Mischief Lass 302d 2439572	Miss Adv. Dom. 41st
		Dandy Domino 2d
		Mischief Lass 30th
		Mischief Mixer 5th
		Princess D. 88th

Another of the excellent sires in our herd-bull battery is this son of HC Larry Domino 12th. As a show bull, he made a good name for himself, and now he is proving his worth as a breeding bull by siring the right kind of calves.

HP Royal Duke



Baca R. Domino 33d 3698352	OJR Royal Dom- ino 10th 2892596	WHR Royal Dom. 51st
July 27, 1946.	Baca Miss Reality 8th 3136881	WHR Donna Dom. 63d
MW Miss Tommy 34th 3888593	MW Tommy Dom- ino 14th 2569773	WHR Reality 13th
	MW Lady Mischief 5th 3079217	Lady Domino 199th
		WHR Tommy Dom. 18th
		Puebllos Lass 202d
		Hartland Brae 61st
		Lady Selection 65th

A son of the Register of Merit Baca R. Domino 33d that is doing a great job for us. He has sired many of our show cattle that have gained championships and high placings wherever they have been shown.

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TR Zato Heir 262d

TR Zato Heir 5380000	H&D Tone Lad 105th 3488354	H&D Zato T. Lad 8th Miss Coronet Jr. 220th
Feb. 23, 1952	Leola Flowers 2846628	Beau Flowers Leola Mixer
Lady Tcaldo 245th 6120874	Tcaldo Rupert 3788259	Hazford Rupert 81st HT Miss Rupert 81st
	Tona T. 77th 5205610	Pontotoc Tone T. Miss Rupert 94th

The first crop of calves by this son of the Register of Merit TR Zato Heir are on the ground now, and they prove that our faith in this young bull was well founded. We purchased him at the 1953 National Western at one of the top prices of the sale, \$29,000, where he was second-prize junior bull calf. He is a seven-eighths brother to the 1953 Denver champion, TR Zato Heir 88th.



TT Royal Regent 1st

TT Regent 4158727	Real Domino 4 Sq. 2633267	Real Pr. Dom. 66th Blanchard 4 Sq.
March 21, 1944	Laurel Coquette 8th 2457549	Dandy Dom. 123d Laurel Coquette 4th
Missie Real 51st 3473690	Real Domino 4 Sq. 2633267	Real Pr. Dom. 66th Blanchard 4 Sq.
	Princess Dom. 4 Sq. 40th 2860619	Real Pr. Dom. 4 Sq. Lady Real 6th

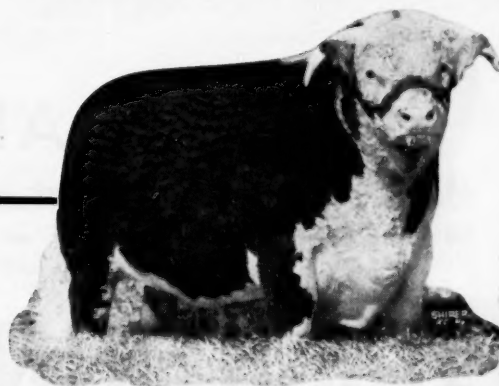
This sire is a top son of the \$50,000 TT Regent, and has proved to be a great breeding bull. Not only are his calves among the very best, but his daughters also are producing show-type cattle.



HP Royal Regent 53d

TT Royal Regent 1st 4162698	TT Regent 4158727	Real Dom. 4 Sq. Laurel Coq. 8th
Jan. 7, 1950	Missie Real 51st 3473690	Real Dom. 4 Sq. Dominola 24th
Mary Alice 3d 2886929	Baron Blanchard 2154480	Baron Domino 4th Peggy Blanchard 2d
	Mary Alice 2d 2477756	Don Laurel 26th Mary Alice 1st

This herd bull combines ruggedness and type with really top quality. He has assumed an important place in the Hi-Point herd-sire battery, for his calves prove that he is a real breeding bull.



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Cowherd

Farmers Now Produce More Than World Can Buy

THE most important problem facing farmers today is the fact that the world currently is able to produce more food and fibre than the world can buy, the International Federation of Agricultural Producers Nairobi Conference declared.

"These surplus stocks are part of a larger and longer term problem," the IFAP Policy statement said. "This problem consists in the fact that the world's capacity to produce agricultural products has, for the moment at least, outstripped the effective demand for them. That is to say, while the people of the world

need all the food and fibre that world agriculture could produce, they do not have the means to pay for these essentials."

The answer to the problem of unbalance in production and consumption does not lie, over the long run, in restriction of production because the world needs a continued large production, the IFAP delegates said. At the same time, they said, it should be recognized that important shifts must be made in production in both exporting and importing countries. It was recommended that production be reduced for such crops as cotton, grain and potatoes, and be increased for such commodities as animal protein foods not in surplus.

In a paragraph on this question of unbalanced production and consumption, the IFAP Conference said, "But the real answer to the problem of unbalance between productive capacity and effective demand must be found on the side of demand. Demand is not static. People have almost unlimited wants—which unfortunately do not always meet with a corresponding purchasing power—for better foods, better housing, better clothing, better educational facilities, and for a vast array of various kinds of manufactured goods. There should be an ever-expanding circle of the distribution of these things as opportunity is increased . . . In short, the Committee feels that the long-term solution to the present agricultural situation, must be found in building up the purchasing power which will create expanded markets for both agricultural and non-agricultural goods—and this can be done in an expanding world economy."

RECORD PRICED BULL from Hering Breeding

The dam of Hillcrest Larry 25th was Miss Joe Stanway 22nd, bred on our ranch. The "25th" sold in the Hillcrest Dispersion for \$100,000—establishing a new record price for a beef bull. This is an outstanding example of the breeding you can expect in Hering Herefords.



MW LARRY MIXER 10th

Our chief herd sire by Register of Merit MW Larry Domino 83rd

FOR SALE:

14 BULLS 16 to 24 months old—ready for service

10 SENIOR BULL CALVES several are top
herd bull prospects

JIM HERING

**MCGREGOR
TEXAS**

Beef Cattle Will Vie for \$10,000 At Heart O' Texas Fair

FIVE beef breeds will compete for almost \$10,000 in cash awards at the Heart O' Texas Fair in Waco, Oct. 2-9, Executive Vice President Othel M. Neely announces. The breeding cattle competition will include Herefords, Aberdeen-Angus, Shorthorns, Brahmans and Santa Gertrudis.

In addition, Charolaise and Charbray will be exhibited but will not be in competition. Prize money for breeding cattle has been allotted as follows: Herefords, \$3,125; Angus, \$2,040; Shorthorns, \$1,447; Brahmans, \$2,043.75; and Santa Gertrudis, \$1,000.

The total of \$9,685.75 for beef breeds does not include \$4,102 offered in the junior steer show, in which Shorthorns, Angus and Herefords will participate.

Sales will be held as follows: Santa Gertrudis, Oct. 4, at 10 a. m.; Herefords, Oct. 5, at 1 p. m.; Shorthorns, Oct. 7, at 1 p. m.

Because of the new Livestock Building, a much greater number of cattle is expected. The building, 300 feet square, was built with the idea of comfort to the animals in the warm temperature of early fall.

General superintendent is Ralph Russell; George Logan is livestock superintendent and Jimmy Simons is assistant livestock superintendent. All are from Waco.

No Beef Cattle Short Course At Texas A&M This Year

Officials of Texas A&M College have announced that there will not be beef cattle short course held at the college this summer.

Some inquiries to the college indicated to officials that apparently a few ranchers were under the impression that the course would be held again this year.

Sentinel of the Plains



The Windmill, Mute and Unsung, Still Points
Itself Skyward Above the Plains,
Performing an Important Duty



By DAYTON KELLEY



Modern Type Windmill

THE swashbuckling, pioneer West that our forefathers knew and helped to carve from the desert areas of America, is no more. The age of machinery, mass production and modern-day conveniences have replaced it with the up-to-date and desirable land of today; a land not so vastly different from any other part of these great

United States. The colorful, robust West of yesterday lives only in the minds and imaginations of the fiction writers and the movie makers, and today's scurrying citizen pauses to look back with fond regrets and breathe a nostalgic sigh for the passing of this great era.

Many of the relics of this great American epic have found places of hon-

or in the museums and memorial buildings across the land. Their services are finished, their energy is expended, their uses are now outmoded. Yet one remains and has found a place of service in this modern twentieth century. Throughout the vast reaches of the Southwest and Midwest, the windmill, like a lonely sentinel, points itself skyward; the mute

Feed Your Cattle at ALEDO "MORE POUNDS OF BEEF PER DOLLAR BILL"



Our modern, streamlined facilities . . . plus the fact that we are located near the center of the feed producing belt enables us to "finish" beef at lowest possible cost. Located only 22 miles west of the Fort Worth stockyards—cattle reach the market in top condition.

WE BELIEVE WE CAN SATISFY YOU, TOO!

In the past 3 years, we have fed over 25,000 head of cattle. Many of our customers have had cattle with us continuously — load after load.

There MUST be a reason.

We invite your inquiry — write or phone — or, better still, visit us

ALEDO FEED LOTS, Inc., ALEDO, TEXAS



Double Windmill

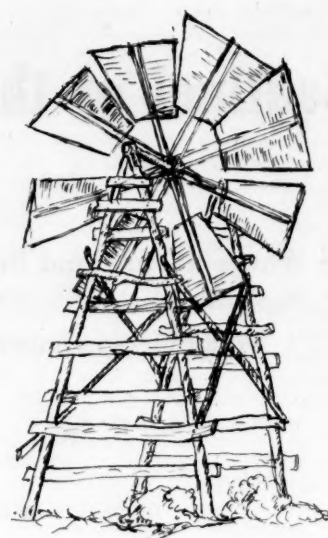
and unsung hero of the conquest of the West. Its ribbed tower rears itself above the plains, a tribute to the perseverance, ingenuity and resourcefulness of the pioneer.

Windmills for pumping water have been a characteristic of the plains for nearly a century. Though their numbers have diminished considerably in the past few years due to the stiff competition of the gasoline and electric motor, many of them are still whirling; their whirling wheels and slashing blades providing an economical means of water supply for

the small farmer, the rancher and the vast cattle herds that roam the plains of the Southwest and Midwest.

To tell the story of the importance of the windmill in the development of the West is to tell the story of the pioneer and the story of the plains; of how the two, pitting themselves bodily against each other, seemed for a time to have reached a deadlock. It is to tell of how the pioneer was able to emerge as the victor from this struggle only after the adoption of the windmill which enabled him to wrest a living from the stubborn plains that had known only waste and desolation, tragedy and the grim struggle for life.

When the pioneer first crossed from the wooded and well-watered valleys of the Ohio and the Mississippi into the plains area, his paramount problem was to find and maintain a constant and sufficient supply of water. This problem was one which the American pioneer had not encountered before in his push toward the western horizon. Other problems interposed by the plains barrier had first been met and overcome in the East, so the migrating pioneer did not make his approach to the plains wholly unarmed nor totally inexperienced. The Indian, though of a different type and temperament, had been met and defeated on the Mohawk, the Hudson and the Delaware. Transportation and communication had been mastered and new and improved methods of agriculture had



Giant Battle-Ax

been developed, but the lack of water was a thing unknown to the eastern settler. In his efforts to insure a supply of the precious fluid that makes life possible, the plains pioneer tried everything from explosives to Indian rain-makers. Many ideas were evolved, tried, and adopted only to be later discarded. Efforts at irrigation failed; dams were

(Continued on Page 138)



Where Visitors are
always welcome...

**Tomie Potts
Ranch**

1 1/4 miles South
of Hedley, Texas

WE SPECIALIZE in thick, deep rear quarters - straight legs

Come take a look, it will be worth your time to see the rear quarters on Dandy Larry D 61st (by the famous Bridwell MW Larry Domino 30th). A few herd bull prospects by him that you might like.

Herd sires in service—Dandy Larry D 61st; Mixer Larry 5th; TP Dandy Larry D 15th, owned jointly with E. E. Silk, Newlin, Texas; TP Dandy Larry D 13th and Texas Zato Heir.

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TOMIE M. POTTS

HEREFORDS

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THE THREE-D COMPLETE DISPERSION

AT THE RANCH
**HAYDEN, COLO.
SEPT. 13-14**

Double Dandy Domino

Expect
Choice
Uniformity



Double Dandy Domino—5th Living Register of Merit Sire. Undeclared in class in two years' showing at major shows, this champion consistently sires his own kind, ranking ninth among all Register of Merit sires, with 356 points.



Dear Hereford Breeders:

Double Dandy Domino's Register of Merit rating is all the more amazing when you recall we have not shown regularly. I know this has been an injustice to a breeding bull like DDD for doubtless uninterrupted showing would have put him still further up the Register of Merit ladder (for you recall he was the youngest Register of Merit sire), but our pleasure in the Hereford business has been in producing better breeding animals rather than in the show ring.

When DDD's first calves came we were elated and felt the quickest way to let other breeders know what they could do was to show them. We certainly proved their worth in 1947 when 4 junior calves wrote a history in uniformity, being so much alike the judges couldn't agree which was best so all four came home with a blue and one was the Reserve Champion Female at the Cow Palace. And shown together as pairs of calves they took first and second from the Cow Palace to the International.

The big "R. J. Royal" tempted us to the circuit again with only SIX head and we came home from the Royal, Grand Island, Blue Grass Hereford Show and Eastern National with the UNDEFEATED GET OF SIRE and UNDEFEATED CHAMPION FEMALE, 15 firsts, 16 seconds, and 5 thirds.

Showing soon taught us that when these Dandys were fitted they amassed such a show record and brought such offers that a small breeder whose only business was cattle could not afford to refuse them. This fact (coupled with the shock that we were never able to get our R. J. Champion Female with calf) brought out my tendency to leave the best ones in the pasture so I wouldn't be tempted to part with them and to show only occasionally to bring out the capabilities of the DDDs. In our "now and then showing" the Dandys have won their share of blues and reds (always at major shows) and the purple was ours with the Ogden Champion Female in 1951.

Our "keep the best" policy will be a decided advantage to you in September for the extreme cream is in the herd and would be available to no one excepting in a dispersion.

Sincerely,

J. Francis Miller
J. Francis Miller

300 HEAD - 220 LOTS SELL

What sires more worthy to mate to DDD females like THESE than the popular ZATO HEIRS?



ZATO HEIR R 3

After 8,000 miles of search for the best, we chose these two:

ZATO HEIR R3—an outstandingly smooth and deep sire, of whom his former owner, Rudy Fiedler, writes:

"We can't say enough about Zato Heir R3. We have some very good brood cows in our herd by him. We are using three sons in our herds.

"The offspring of the 3d were never widely shown, but wherever they were shown they were right up to the top of the classes and many times champion.

"Regardless of what you paid for the 3d you'll never be disappointed in his offspring."

ZATO HEIR M30—Full brother to WHR's Zato Heir M51, sire of their champions, WHR Target 19 and WHR Madeline 4.

YOURS WILL BE THE PROFIT WHEN THE GET OF THESE TWO SOUGHT-AFTER BLOODLINES ARE DROPPED IN 1955

The DDD Complete Dispersion on Sept. 13-14 Offers Show and Herd Bull Prospects Aplenty



Prince Dandy 3, typical of our yearling show and herd bull prospects.



A few Dandy prospects, full of milk and blooming

OUR COW HERD INCLUDES DAUGHTERS OF THESE PROMINENT SIRES:

Double Dandy Domino
Dandy Domino 129
Dandy Domino 120
Dandy Domino 42
MW Larry Domino 89

MW Larry Mixer 1
Advance Domino 1
HG Proud Mixer A
Baca OJR Royal 1

Modest Lamplighter 38
Real Bourbon 1
WR Duke 207
Real Mischief 354
Colorado Domino M. 276

May we send you our complete dispersion catalog and help you with reservations?

J. FRANCIS MILLER HEREFORDS
Hayden, Colorado



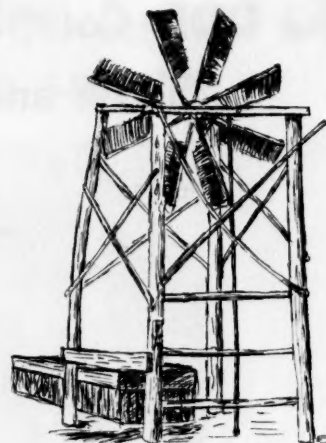
Sentinels of the Plains

(Continued from Page 134)

built and left unused because of the scarcity of water in the streams due to the small amount of rainfall. Artesian wells, found in certain localities, were developed only to be abandoned because of the limited supply to be obtained from them; and springs, where existent, were enlarged, developed and in many cases became the cause of bloody range wars between the cattlemen of the West. When all these agencies failed, the pioneer turned to ground water and came face to face with the problem of raising enough of it to the surface to supply the needs of both his family and his livestock, and in the case of the farmer,

the varied crops he would be able to produce on this rich, fertile land.

In the eastern humid region, the late home of the pioneer, water was plentiful either in shallow, dug wells or in small streams. Many houses were built near a living spring which gave forth a constant supply and if a spring or a stream was not immediately available, the old-fashioned dug well could always be relied upon. The dug well was simple in construction; from 10 to 30 feet deep with a curbing of stone above and below the ground. A rope, a bucket, and a pulley or windlass furnished the means of raising the water to the surface. The well might be housed in, providing a cool place in which to keep milk, butter, eggs and canned foods during the long sum-



Eight-Fan Battle-Ax

mer months or a haven from the burning sun, smelling of damp earth and cool green shade.

In the plains area, however, where a straight furrow could be plowed for miles and cattle could graze upon lush grasses almost the year around, few such places where water was so easily obtainable were found. Wells could not be dug by hand, but must be drilled with portable well-drilling machines and curbed with a sheet-iron casing. Because of the depth of these wells it was an almost impossible task to raise water by hand, especially where livestock must be watered. Many of the wells in the West were from 200 to 250 feet deep. Since the pumps of that time were imperfect and rather expensive, they did not provide a suitable or dependable means of supply. There existed, therefore, among the pioneer people of the West, the need for some device that could be constructed economically, inexpensive to operate and capable of making a slow and constant delivery of water.

This need and the experiments that followed led finally to the adoption of the windmill. Within a few years after its introduction, thousands of them dotted the plains area. The windmill made it possible for the pioneer to live in a barren, treeless land, heretofore unpeopled save for the Indians, a few Mexicans and the hardy trappers who wandered through the area.

The windmill was introduced by the cattlemen, but was first used on an extensive scale by the transcontinental railroads to pump water for their locomotives. During the period from 1870 to 1880, it was the main factor depended upon by the railroads for their water supply. The windmill was first used extensively by private individuals in the prairie region of Illinois and adjoining states, but soon was to be found in the semi-arid plains further to the west.

These early windmills were of the "home-made" variety, constructed usually of wood. They took on many interesting and unique designs, shapes and sizes as well as unusual names. There was the Go-Devil or Jumbo, with long horizontal blades or fans revolving on a hori-

SELLING

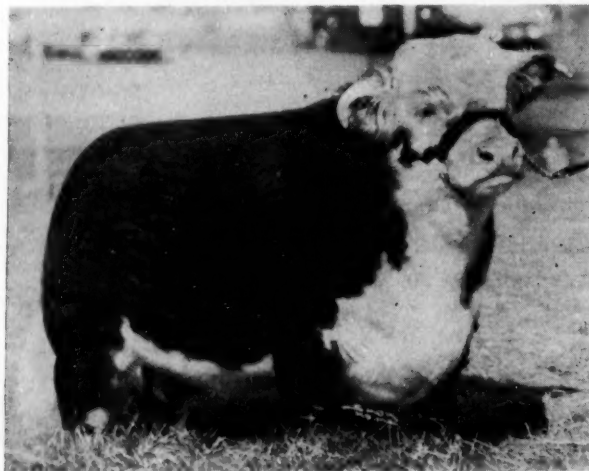
KM Zato Heir
HEREFORDS

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Attica, Kansas

REGISTER of MERIT } OCT. 11th
BREEDING



Featuring the get
and service of:

TR Zato Heir 52d

(pictured)

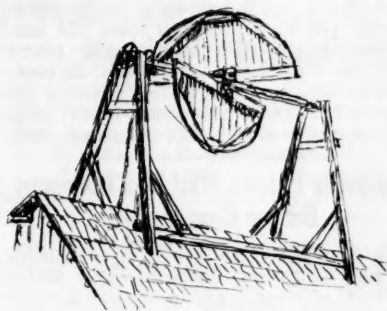
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TR Zato Heir 150th

through the pro-
duce of our 100%
Hazlett cow herd.

These bulls are siring
calves that top breeders
demand—the kind that
carry on for others.

Selling our TOPS! The breeding is right . . . the conformation is right!



Two-Fan Battle-Ax

zontal axle; the Merry-Go-Round, the Battle-Ax with its giant fans resembling an ancient battle-ax, the Holland and the Mock-Turbine. The early mills were not constructed according to any set pattern, but in many cases, each widely separated town or area had a prevailing type.

It cannot be assumed that the windmill originated on the plains, for it was in extensive use in the European Low Countries and in Germany, England and France as early as the 12th century, having been introduced into Europe from Saracen countries. This older type of mill which lends such charm to the landscape of Holland and other parts of Europe, has four or six huge canvas-covered sails, 30 feet or more in length and is mounted on a huge tower of stone, brick or wood. However, it is used more extensively for grinding grain than for pumping water.

With the coming of the Industrial Revolution, windmills were modified and developed along new lines. They were first manufactured extensively in the United States about 1874, although as far back as 1854 the Halladay Windmill Company of South Coventry, Connecticut, was making and selling a few of them. Many of the mills were anywhere from 16 to 30 feet in diameter, whereas today's mills range in size from 4 to 16 feet with the 8-foot one being the most popular seller. The windmill that we know today was adopted as a result of the studies made by Thomas O. Perry in 1882 and 1883, for the United States Wind Engine and Pump Company, to determine the best form and size of mill. Since that time the principle im-



Baby Jumbo

WE PROUDLY PRESENT OUR TOP BULL BATTERY



TR ZATO HEIR 282nd

An own son of the famous TR Zato Heir. We purchased him as one of the top selling bulls at the 1954 Fort Worth sale and he has developed into a truly good bull. He and his half brother, along with JCP Triumph 6th, that has sired us many good calves, is being mated to our select cow herd. Let us show you the good prospects we have to offer.

OTHER HERD SIRES

- TR ZATO HEIR 338th, by TR Zato Heir
- JCP TRIUMPH 6th, by TT Mission Triumph

Visitors Always Welcome

LONNIE ROONEY

Wilson, Oklahoma

Headquarters

FOR GOLD MINES IN TEXAS

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*Look for our Gold Mischiefs
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OK GOLD MINE 12th
by Gold Mine

R. R. WOODWARD
Sabinal, Texas

FOR SALE
*A group of quality
heifers*

For information, write C. B. COLVIN, Manager,
or Phone 1755 J 3, Uvalde, Texas

**VISITORS
WELCOME**

provement in windmills has been the substitution of curved steel blades for the flat wooden slats found on early models. Curved blades give more power and more pumping lift than did the flat wooden ones. Another improvement is the self-oiling feature of today's mill, making it easier to care for than its predecessor.

In the United States, the chief market for windmills is found among the small farmers, dairymen, cattle feeders and ranchers, and although mills are still sold in every state in the Union, about 90 per cent of them are sold in the plains states of Arizona, New Mexico, Texas, Oklahoma, Nebraska, Ohio, Kansas and Minnesota. There are small towns in these states where almost every

house has a windmill and many of the rural sections have windmills on every farm or ranch. Some of the larger cattle ranches boast of as many as one-hundred or more, scattered over their grassland. A few may even be found in the towns where the local water supply is furnished by a municipal plant.

All of these facts plus other examples that could be cited tie the development of the windmill to the development of the plains. The windmill was not modified and adapted to such universal use until the plains were opened for settlement. It was not only a convenience but in most cases was a necessity; without it large areas would long have remained unpopulated.

Thus did the West solve its problem

of water supply by means of the windmill. The whirling wheel made life possible in the hitherto untenable plains of the Southwest and Midwest. It played an important role in transforming the so-called Great American Desert into a prosperous and well-populated land.

Lower Prices Will Not Increase Butter Consumption

EVIDENCE to date is conclusive that recent lower prices for butter will not increase consumption enough to solve the farmer's surplus butter dilemma. That is the opinion of Herschel D. Newsom, Master of the National Grange, who says, "It is perfectly obvious that an entirely new approach to supporting the income of dairy farmers is urgently necessary."

Newsom believes that it is impossible over the years to support the price of milk by trying to support the price of its by-products—butter, cheese and dried milk. "This," he said, "is like trying to support the price of wheat by removing from the market huge quantities of bran and middlings."

The Indiana farmer points out that since April 1, 1954, butter consumption has increased less than 10 per cent, while a 25 per cent increase in consumption of the golden spread is necessary if the government is to be relieved of its obligation to buy butter under present legislation. He feels, furthermore, that an even greater increase in consumption is highly desirable from the standpoint of the nutrition and health of Americans. It was on April 1 that price supports for butter were lowered from 90 to 75 per cent of parity.

Federal purchases of butter in June actually amounted to 66,000,000 lbs., which is within a million pounds of its 1953 June purchases. This brings the total Federal butter inventory up to near the 450 million pound mark.

As a temporary expedient to find the price at which butter will regain its comparative popularity with consumers and to prevent mass spoilage of present government stocks of the spread, the Grange leader feels that current CCC holdings should be moved into retail trade channels at greatly reduced prices. This will enable Congress and the dairy industry to "buy time" to revamp the dairy price support program along sounder lines.

The real answer to the dairy surplus problem, on the other hand, according to Newsom, is a 10 per cent increase in consumption of fluid milk.

Why not give a subscription to The Cattleman for a birthday present? \$2 for one year; three years \$5; five years \$8.

THE CATTLEMAN'S ANNUAL HORSE ISSUE

will be off the press Sept. 1. Get your advertising copy in by August 20.

A PLACE IN THE SUN

WITH ONE SON, TWO GRANDSONS OF

TR ZATO HEIR



OUR HERD BULLS:

- ★ **M DOUBLE ZATO HEIR** by TR Zato Heir
- ★ **PHF ZATO HEIR 3d** by TR Zato Heir 27th
- ★ **PHF ZATO HEIR 4th** by TR Zato Heir 27th

OUR COW HERD:

Breeding—TR Zato Heir, OJR Royal Domino 51st, TT Royal Triumph, La Cima Beau Blanco and JHR Randolph Return 4th

VISITORS ALWAYS WELCOME

Phillips Hereford Farm

Dr. Wm. P. Phillips, Owner, 3724 O'Neal St.

GREENVILLE, TEXAS

Packers and Stockyards Act Regulations Revised

SECRETARY of Agriculture Ezra Taft Benson has promulgated revised regulations (effective September 1) under the Packers and Stockyards Act designed to make its administration by the U. S. Department of Agriculture more efficient and effective. The changes clarify the language of the regulations, set forth policies established through administration of the Act and by the courts, and are aimed at meeting problems brought about by changes in livestock marketing in recent years.

The objectives of the Packers and Stockyards Act are to insure open and competitive markets with adequate facilities, accurate scales, reasonable services at fair rates, and a livestock marketing and meat packing industry free of unfair practices. The Secretary of Agriculture is authorized to promulgate such rules and regulations as are necessary to carry out the objectives of the Act. Changes in regulations under the Act have been made periodically since its passage in 1921. The latest prior revisions were made in 1943.

Revisions of the regulations have been under study for several years and were the subject of a series of nine public hearings held throughout the country late in 1952. At that time all interested parties were invited to appear and were given an opportunity to comment on the

proposed revisions. Later, there were other opportunities for comment on the proposals. The regulations promulgated by Secretary Benson revise slightly those proposed and published in the Federal Register on December 9, 1953. Major provisions included in the new regulations:

1. Establish a standard with respect to the qualifications of persons desiring to register under the act as commission firms or dealers.
2. Require the few livestock exchanges which have dealers and packers as members to exclude such members from participation in making market rules governing the relations of commission firms with their producer-consignors.
3. Provide for registration under the act of regularly-employed packer buyers.
4. Increase the minimum bond coverage for registrants under the act from \$2,000 to \$5,000.
5. Provide that weights shown on accountings or bills issued by persons subject to the Act shall be actual weights obtained on stockyard scales at the time of sale unless appropriately explained on the accountings or bills issued.
6. Prohibit auctioneers, weighers, and other employees of auction markets having comparable duties from buying livestock from consignments for any purpose for their own accounts.
7. Prohibit dealers and packers from owning, managing, financing, or being affiliated with commission firms.
8. Require packers' scales to be main-

tained and operated in a manner comparable to scales at posted stockyards.

The Packers and Stockyards Act is applicable to 66 terminal stockyards and 256 livestock auction markets and to 2,300 commission firms, 2,800 dealers and 1,900 meat packers operating on these markets.

Pike's Peak Round-Up Quarter Horse Show

HANK WIESCAMP, Alamosa, Colo., made a clean sweep of grand championships in the Quarter Horse show at the Pike's Peak Round-up held at Colorado Springs, Colo., June 26. Spanish Nick was grand champion stallion and Schoolmom was grand champion mare.

Romeo Dexter, owned by R. L. Underwood, Wichita Falls, Texas, was reserve champion stallion and Pretty Pam, owned by R. Q. Sutherland, Kansas City, Mo. was reserve champion mare.

Shoemaker's Dude, owned by Jack Kyle, Vaughn, N. M. was champion gelding and Show Boy S, owned by J. W. Shoemaker, Watrous, N. M. was reserve champion.

The produce of Southwind and the get of Skipper W won the produce of dam and get of sire awards for Wiescamp.

Why not give a subscription to The Cattleman for a birthday present? \$2 for one year; three years \$5; five years \$8.



HG PROUD MIXER 605th
by WHR Proud Mixer 21st



EG ROYAL MIXER 111th
a Grandson of WHR Proud Mixer 21st

★
DELIVERING
★ **STAR** ★
PERFORMANCES

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Cattle for sale
at the ranch
at all times
★

We cordially invite you to visit us



HG PROUD MIXER 11th
by WHR Proud Mixer 21st



EG PROUD MIXER A
by WHR Proud Mixer 21st

HARDY GRISSOM HEREFORD RANCH
ABILENE, TEXAS
EARL GUITAR, Owner and Manager

P. O. Box 744 • Phone 23429

Your Veterinarian Says . . .

Lumpjaw in Cattle

NOT so long ago we saw a cow with a bad case of lumpjaw. Opening the mouth revealed a number of small holes along the gums, and these were oozing pus and surrounded by areas of rotten flesh. Both upper and lower jaws were affected, several of the teeth were loose, and a raw swelling had partly blocked the right nostril to interfere with breathing. The entire side of the face was greatly enlarged and hard as bone itself.

This disease isn't at all uncommon and most cattlemen have seen a few cases at one time or another. Trouble is caused by an organism called *Actinomyces bovis*, which is about halfway between a bacterium and a fungus. It is generally believed that mouth injuries provide the original starting place of infection. These are easily possible through cuts by "beards," "stickers," and sharp ends of stalks found in feeds commonly eaten by cattle. Once *A. bovis* starts to grow in a wound, inflammation causes swelling and destruction of adjoining tissues with a tendency toward the formation of abscesses. Severe tissue reaction results in hardening of the involved area to form a "lumpy jaw" which continues to grow in size for long periods of time. The progressive development of infection

eventually leads to "honey-combing", of the jaw and other facial bones so pus is discharged through numerous openings both inside and outside the mouth. Although not generally considered as a contagious disease that spreads from one beast to another, lumpjaw may affect several animals in the same herd at the same time so it appears to be "catching."

Because it grows and develops so slowly, the disease is seldom seen in cattle less than a year old. Calves thought to have lumpjaw are usually found to be suffering from bruises or abscesses, while swelling of softer mouth tissues is often due to diphtheria or an entirely different disease known as "wooden tongue."

The successful treatment of lumpjaw is pretty much dependent on an early start, when daily painting of the swelling with iodine may be all that's needed. This procedure is sometimes combined with furnishing an iodide solution in the drinking water. Dosage is governed by the size of the animal, but the compound is given daily until evidence of iodism is shown by watering of the eyes, loss of appetite and formation of a scurfy dandruff on the skin. The iodide is then discontinued for a week and again repeated if necessary. The iodide treat-

ment shouldn't be used on pregnant animals since it is very likely to cause abortions. In such cases penicillin or streptomycin injections may be tried, or a veterinarian consulted in regard to the advisability of surgery on the swelling. If treatment is decided as likely to be a waste of time and money, affected animals can usually be sold for beef with little "docking" on the market. Dairymen usually have little choice about keeping a cow with lumpjaw, since most market regulations forbid such an animal in a milking herd.

Methods of preventing lumpjaw are hard to prescribe, since little is known regarding how the disease spreads. However, cutting hay at the right stage might conceivably help, for leafy plants aren't so likely to cause mouth injuries as brushy over-ripe ones. Straw containing "beards" is best shunned as feed, since it is often reported as a suspected predisposing cause of lumpjaw on farms. Claims are frequently made that the year round feeding of iodized salt is effective in preventing lumpjaw. We don't know whether this is true or not, but it won't do any harm to furnish the salt, so you might try it.

Whatever else you do, you'd better be alert for possible early symptoms of lumpjaw, for early recognition of the trouble may be the means of saving a valuable animal. Don't take chances with suspicious swellings on the jaws of cattle, for they may get worse instead of better.

Early Texas Foundation Breeding



LARRY DOMINO, great grandsire of our herd bull

Our foundation animals trace directly to one of the first registered Hereford herds established in Texas (in the nineties) by the well-known breeder, B. C. Rhome of Fort Worth. We have constantly improved our herd of choice Herefords through the use of such well-bred bulls as Our Larry Domino.

Larry Domino H 27th 3837046	*Larry Domino 50th 2624412	Larry Domino 2085736	*Pr. Dom. Mixer Carolyn Domino Superior 30th Belle Treb. 56th
	Lolita 18th 2060731	Miss Sturgess 2189934	Beau Pres. Jr. Elm Rose 4th Dandy Stanway Lolita
		Bright Marmion 1671435	
		Lolita 8th 1750137	
M Real Silver 36th 4352463		*Real Domino 51st 2437719	(Rl.Pr.Dom.24th Daisy Dom. 1st Champ.Dom.36th Miss Dom.Anx. Advance 20th Bell Domino The Pr.Dom.5th Marie Elect
		Bear Creek Prince 3041634	
		Miss S Domino 44th 2695785	
		Bright Advance 2nd 2721189	
		The Lady Domino 6th 2035689	
		Lady Domino 10th 3271771	

*Register of Merit

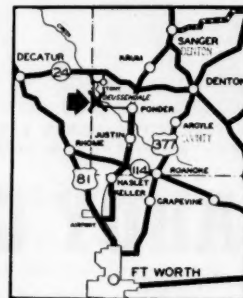
We cordially invite you to visit our ranch, see our breeding cattle and young prospects we have.

DEUSSENDALE RANCH

Alexander Deussen
Owner

PONDER, TEXAS
30 Miles North of Fort Worth

Charles Deussen
Herdsmen



TSWCRA Inspectors Gather at Waggoner Ranch



Shown above are officers, inspectors and guests present at the annual inspectors meeting of the Texas and Southwestern Cattle Raisers Association held on the Waggoner Ranch near Vernon, Texas, July 23-24. E. Paul Waggoner, John Biggs and the Waggoner Estate were hosts to the inspectors who are stationed over Texas and Oklahoma. More than 70 attended the meeting which was called to discuss problems inspectors have in the field. Roy Parks, president, and Henry Bell, general manager, presided at the meeting.

Guests View Helicopter on Waggoner Ranch



Inspectors, officers and ranchers present at the annual inspectors meeting of the Texas and Southwestern Cattle Raisers Association held July 23-24 on the Waggoner Ranch, near Vernon, Texas, view the Bell Aircraft helicopter that the ranch has used for the past several years. The helicopter is used extensively by the ranch for quick transportation to any part of the half-million acre spread, rounding up stray cattle and for many other jobs.

East Texas Fair Sept. 13-18

ENTRIES now are being accepted for the five cattle shows scheduled during the 39th annual East Texas Fair at Tyler, Sept. 13-18, Fair Manager Bob Murdoch has announced.

Dead line for entries is Aug. 15. Approximately 550 head, largest number ever entered at an East Texas Fair, are expected.

Cattle shows will be held in the Aberdeen-Angus, Hereford, Shorthorn, Brahman and Jersey breeds, with more than \$7,000 in cash premiums, including supplemental amounts offered by the various national breeder associations, to be awarded exhibitors.

Official sales will be conducted in the Jersey and Shorthorn departments.

All entries must be received prior to the deadline by the East Texas Fair Association, 102 East Locust Street, Tyler.

Entry fee for each head of cattle is \$2 with no charge for nurse cows.

Visiting breeders and herdsmen will be guests of the East Texas Farm & Ranch Club at a barbecue luncheon on the grounds opening day, Sept. 13.

The fair's facilities for handling cattle currently are being readied for a record number of entries.

Exhibitors may purchase their feed at regular market prices from local dealers. All incoming animals will be rigidly inspected.

A herdsmen's contest will be staged during fair week with \$85 in cash money going to the winners.

Cows that freshen in the fall are better profit producers than spring freshened stock, according to studies by dairy herd experts. The return averages \$20 more per head, owing to higher milk and butter fat production and higher winter prices on milk.

J-B

HEREFORDS

Selling as calves
at calf prices-

Sows
and Daughters
of...

OUR HERD SIRES—Our calves are bred right and developed under natural conditions which make it possible to offer them at reasonable prices. Herd sires are Prince Publican 124th, a son of CW Prince Domino 21st, highest Register of Merit sire, and DB Larry Domino 35th, a half-brother to DB Larry Domino 34th, champion of 1953 Phoenix Show, reserve champion of the 1952 American Royal and National Hereford Show at Tulsa. These bulls are being mated to a select herd of cows carrying popular breeding—visit us any time—you are always welcome.

J-B

RANCH

JULIAN BALL
OWNER

CRESSON, TEXAS

25 MILES S.W. OF FORT WORTH ON U.S. 377

Pump Handle Pete

Says:

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a JENSEN!**



Speaking of money matters reminds me of the feller who asked his wife why they were always short of the stuff. "It's the neighbors," she said, "they're always doing something we can't afford."

Well, sir, there's one thing your neighbors probably have that you CAN afford—and that's a JENSEN Pumping Unit! Won't upset your budget at all. Costs very little to buy . . . and only pennies a day to operate.

JENSEN BROS.—makers of reliable pumping units for more'n 34 years—will be happy to send you complete information on all the important features of JENSEN Units. Just drop a card or letter to 1004 Fourteenth St., Coffeyville, Kansas.

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QUALITY HEREFORDS

Attempting to produce the kind of registered Herefords that will improve our customers' cattle as well as our own commercial cattle. We are always striving to make the good, better.

Bulls in use: WB Royal Mixer 105, WB Royal Mixer 187, Sterling Larry D. 1, GP WHR Helmsman 8 and Don Axtell, Jr.

VISITORS ALWAYS WELCOME

FOR SALE

12 cows and calves. No bulls for sale until October.

LEAGUE RANCH

JACK IDOL, Mgr., BENJAMIN, TEXAS

Record Meat Production Expected

MORE meat will be produced in the United States this year than ever before in history, the American Meat Institute has announced. "Present trends indicate," the Institute said in a statement, "that we shall produce this year a whopping total of 25,500,000,000 pounds of meat. This will be 3 per cent above last year's production and the highest on record, bettering the previous record of 25.2 billion pounds produced in the war-year of 1944.

"Because of our rapidly increasing population . . . bumper crops of babies and senior citizens living longer . . . the per capita supply will be about the same as last year, an average of around 154 pounds for every man, woman and child.

"After two years of curtailment, 11 per cent more hogs are expected to be processed under federal inspection during the 1954-55 marketing year, which begins in August. Moreover, many pigs are expected to come to market earlier this year, so more pork will be available this fall than last.

"Approximately 39,700,000 head of cattle and calves are expected to come to market in 1954; almost 3,000,000 more head, or eight per cent above the previous all-time high in 1953. Such an increase—depending somewhat on drouth or other unpredictable conditions—will be sufficient to halt the growth of the country's cattle population. Numbers on farms and ranches may show a moderate decrease as a result. It is interesting to note that the number of cattle on feed—whence come better grades of beef—is estimated now to be five per cent greater than the number being fed on July 1 of last year."

Kline Re-elected IFAP President

ALLAN B. KLINE was re-elected as president of the International Federation of Agricultural Producers at the Nairobi Conference.

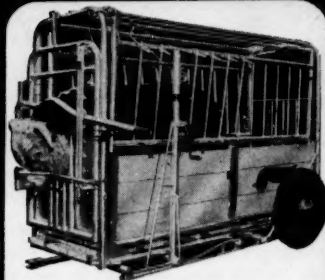
This is his second term, having been elected president in 1953 at the Rome Conference. Kline, an Iowa hog producer, is president of the American Farm Bureau Federation.

G. J. Rossouw of South Africa was elected First Vice-President, Andreas Hermes of Germany was named Second Vice-President and John Andrew of New Zealand was elected Third Vice-President.

Members of the Executive Committee elected in Nairobi are: Pierre Martin of France (confirmed ex-officio member); Paolo Bonomi of Italy; A. Conix of Belgium; Herbert H. Hannam of Canada; N. V. Naidu of India; James G. Patton of United States; Fred Scott of United Kingdom; and N. Westermarck of Finland.

It was decided that Alberto Salinas Ramos of Mexico, in recognition of his contribution to the aims of the IFAP, should be invited to attend Executive Committee meetings as the Latin American adviser.

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3 IN 1 CATTLE CHUTE



Efficient handling of your cattle with the SILVER KING 3 in 1 cattle chute pays rich rewards by saving you weight shrinkage and hauling expense. Simple, 1-man operation of the SILVER KING takes the work and worry out of all three operations . . .

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EQUIPMENT:**
• Feeders
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squeezing, loading and hauling. Five models to fit individual needs, with or without wheels, and with front AND side openings, or front opening only. Adjustable to any size animal.

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HERD SIRES:

- WHR DESIGNER 43 (Senior Herd Sire)
- FLAT TOP PROUD PRINCE 136 (Junior Herd Sire)

BLOODLINES:

- Straight Bred • Baca R Domino
- Hazlett

FOR SALE
A few good Bulls and Females of Breeding Age by our herd bulls.

Ranch located 10 miles East of Palestine on Highway 84

PALESTINE, TEXAS

K. A. Anderson, Owner
Jim Riley, Mgr.

**THE CATTLEMAN'S
ANNUAL HORSE ISSUE**
will be off the press Sept. 1. Get
your advertising copy in
by August 20.

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TEXAS & SOUTHWESTERN
CATTLE RAISERS
POSTED

Keep
Theft Losses
Down!

Put the Service of a Chino Bull on Your Breeding Calendar



October 1954

SUN	MON	TUES	WED	THUR	FRI	SAT
		HILLCREST Larry 4th				2
3	(4)	5				9
			13	17		16
			2			
						9

TR ZATO
Heir 189th

CHINO
Larry Domino

24/51

SELLING 10 BULLS and 45 FEMALES. 7 bulls by Hillcrest Larry 4th, two by TR Zato Heir 189th, one by Real Silver Domino 408th . . . strongest group of bulls we ever offered. Most of them from the show string. 45 females are by Hillcrest Larry 4th, Real Domino 11th, Royal Essor 69th, Royal Essor 51st and one top daughter of HC Larry Domino 12th. The "4th" daughters are bred to TR Zato Heir 189th or LS Royal Mixer 31st, a son of the register of merit, U Royal Mixer 28th. The "31st" was first prize junior bull calf at the 1953 International.



*Nothing
But the Best
at Chino*

CHINO FARMS

Mrs. Mrs. Henry Sears, Owners

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THE KATTLE KALLER HORN... fits any car or truck. The greatest time saver known to cattlemen. This special horn... made to call and gather cattle is only \$10.95 prepaid.



Blue denim hat with 3 1/2" brim, wire edge... roll it yourself! Perfect for rough wear... new different... "Bull Proof." Only \$1.95, plus 35c postage.
AND "Bugger Red" Duckin' Jacket made of brown duck with corduroy trim on cuffs, pockets and collar. Size 34 to 50... \$4.95. Size 52 to 54... \$5.45. Trouser to match, size 29 to 46... \$4.95, plus 40c postage per item.

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Please send me: ITEM SIZE PRICE QUANTITY

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Polled Herefords

- Beau Perfection
- Golden Nugget
- Numode
- Duke Mischief
- Choice Domino

Our cattle have gone to most states in the Union, Hawaii, and South America.

Rollie Neal, Mgr. Perry Kallison, Owner Jack Myers, Herdsman
Ranch Established 1910, San Antonio, Texas



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Around 40 head Registered Polled Hereford heifers, 25 yearlings and yearling past, 15 bred to a Polled grandson of Larry Domino 50th. In range condition, no scurs, priced for immediate sale. Also around 25 yearling bulls of excellent quality, including a few real herd bull prospects.

THE W. R. JOHNSON
Registered
Polled Hereford Ranch
Jacksboro, Texas

Call, wire or write—
Miss W. R. Johnson, Owner



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REFUGIO, TEXAS

Polled Herefords for Sale
Largest herd of Polled
Herefords in South Texas

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Visitors Welcome

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Featuring Mellow Mischief and
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Good Quality Range Bulls

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WINKEL'S POLLED HEREFORD RANCH

Herd Sires

HHR Domestic Mischief 297th, by Domestic Mischief 6th; WPHR Domestic Woodrow, by Essar Domestic Woodrow; Domestic Anxiety 208th, by Domestic Anxiety 42nd; JFG Domestic Mischief 135th, by Domestic Mischief 97th.

J. W. Winkel — R. F. Winkel
LLANO, TEXAS

THE CATTLEMAN'S

ANNUAL HORSE ISSUE

will be off the press Sept. 1. Get
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The Cattleman—Subscription rates: One
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\$8; foreign, one year, \$4.

FARNAM PRESSURIZED SPRAY / SCREW-WORM BOMB



The "Modern Way" to control screw-worm! Quicker, easier, more convenient! Just spray it into the wound. A 2 to 3 second application does the trick. Propellant gas drives remedy deep into cracks and crevices of wound. Gets a quick, complete kill; and protects against re-infestation for as long as 5 to 7 days.

COLOR ADDED TO MARK THE WOUND!



COSTS LESS THAN
"1c Per Wound"

You can treat from 180 to 270 Screw-Worm infested wounds with a single Farnam Screw-Worm Bomb. Costs only.....\$1.69

AT DEALERS EVERYWHERE — If your dealer doesn't stock Farnam Bombs, ask him to do so.
THE FARNAM CO. OMAHA, NEBRASKA

FORMULA FOR PROFITS



ONE-MAN PACKAGED FEED PLANT

Shown with 500-lb. Batch Mixer, 10" x 10" Krimper-Kracker and 14" Rotary Knife Granulator. Other sizes 100 lbs. to 6,000 lbs. Any item available separately. Also molasses attachment. CRIMPS, GRANULATES DUST-FREE and operates with small motor or tractor. Discharges correctly balanced rations into bags or trucks. No millwright work or installation cost. PUTS YOU IN THE DRIVER'S SEAT in any livestock feeding program. Users everywhere because it's deliberately priced to sell. Write TODAY for free samples and catalog.



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Appetite Appeal Important in Meat Consumption

APPETITE appeal is the all-important factor considered by the American homemaker when she goes shopping for meat, according to the National Live Stock and Meat Board, based on the results of a homemaker survey.

The Board reports that in this survey which was conducted by its field staff among thousands of homemakers in six representative cities, the women were asked which of the three factors—"ease of preparation", "price per pound", or "appetite appeal", influenced them most when buying meat.

The results showed that 57 per cent voted for "appetite appeal", 36 per cent said that the price per pound was of greatest influence, and about 7 per cent voted for "ease of preparation."

In another phase of this survey, these same homemakers were asked whether the economy cuts of meat were higher, or lower or about the same in nutritive value as the higher-priced cuts.

Seventy-four per cent of the women stated that the nutritive values were about the same for both types of cuts, 16 per cent believed that the economy cuts were lower in nutritive value, while 10 per cent believed they were higher in nutritive value than the higher-priced cuts.

Concerning these answers, the Board asserts that the 74 per cent were right, since in general, the lean and the fat of all cuts are practically the same, from the nutritional standpoint, regardless of the price per pound of the cut.

New Vaccine for Rabies in Cattle

AVIANIZED rabies vaccine for cattle, the first immunizing agent against rabies ever to be prepared especially for bovines, has been made available by Lederle Laboratories Division, American Cyanamid Company. Like the older Lederle vaccine for the protection of dogs, avianized rabies vaccine for cattle is a modified live virus grown in chick embryos. It will be sold only through veterinarians.

Cattle are more susceptible to rabies than are dogs, and the use of dog rabies vaccine for cattle immunization has in the past proven unsatisfactory from standpoints of cost, safety and effectiveness. Accordingly, Lederle scientists have developed the special preparation for cattle by further modification of a strain of harmless live virus.

In extensive field tests, the new vaccine has proven effective in protecting cattle of all ages against rabies transmitted by dogs, foxes and vampire bats. It offers protection for a minimum of two years, about three times as long a period as that provided by dog vaccines of the "killed" type.

All Progressive Ranchmen Read
The Cattleman.

IT TAKES ONLY A
FEW OUNCES A DAY

TO MAKE EVERY ACRE OF GRASS—EVERY POUND OF ROUGHAGE YIELD MAXIMUM RETURNS

\$ MORE MILK OF BETTER QUALITY
\$ HEALTHIER and HEAVIER CALVES
\$ CONSTANT AND BETTER GAINS
PATENTED PROVEN

VITA-WAY
RICH IN MINERALS-VITAMINS
For All Livestock

AT YOUR DEALER OR
VITA-WAY, INC. FORT WORTH, TEXAS

TEXAS POLLED HEREFORD ASSOCIATION

Announces Its First

POLLED HEREFORD ROUNDUP

9:00 A. M., Friday, October 15, 1954

at

Carlot Bull Barn
Southwestern Exposition and
Fat Stock Show
FORT WORTH, TEXAS

Be Sure to Attend

State Polled Hereford Show
Sept. 28, 29, 30, 1954
Brownwood, Texas

For Further Information Write

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WINSTON BROS.
SNYDER, TEXAS



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WITH TELESCOPIC TOP LINK

This dual purpose link plumbs the auger and holds it rigid to assure clean, straight post holes. Auger swings free for damage-free transport; and locks in position for straight true digging. Parallel linkage holds auger perpendicular and prevents binding in holes.

7"-9"-12" Diameter Augers

Post Holes Dug and Ready for the Post in 30 Seconds

Really one man operation • Easy to attach-remove • Lightweight for lower shipping cost • Exclusive hole cleaner for clean holes all the way to bottom • Truck type gears • Garlock grease seals • Blood Brothers universal joints • Timken tapered roller bearings • Available for most tractors • Built by a pioneer in tractor mounted post hole diggers • Priced within the means of the average tractor owner.

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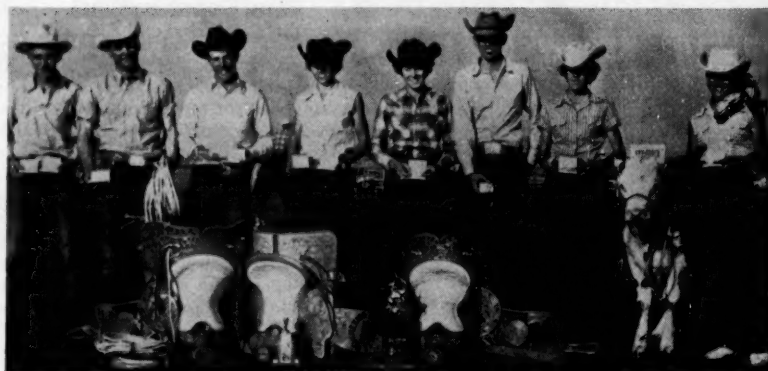
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Scientific and practical experience shows British bred cattle can be CLIMATISED to fit your farming conditions with proper use of Improved American Brahman Blood. Write for suggestions for Commercial Efficiency.

AMERICAN BRAHMAN BREEDERS ASSOCIATION

1208 LOUISIANA • HOUSTON 2, TEXAS

Champions New Mexico State High School Rodeo



Left to right: Denny Chavez, Ft. Sumner, bull riding; Glenn Franklin, House, ribbon roping; Allen Epps, Magdalena, all-around cowboy and bareback bronc riding; Betty Meek, Lovington, Queen and girl's cutting horse; Mary Ann Fallon, Ft. Sumner, all-around cowgirl; Travis Nuckols, Elida, calf roping; D'Aun Young, Lovington, barrel race; Jane Arramouspe, Corona, boots and cigar race.—Cathey photo.

New Mexico High School Rodeo Champions

THE New Mexico State Championship High School and F.F.A. Rodeo held at Santa Rosa, N. M., June 10-11-12, attracted 72 contestants, all hoping to be among the winners that would compete in the National High School Championship Rodeo at Hallettsville, Texas, August 5-6-7.

Allen Epps, Magdalena, who was named all-around cowboy when he was a sophomore in 1952, came back again this year and won the coveted title for a second time. He made a clean sweep in bareback bronc riding and scored in several other events.

The all-round cowgirl title was awarded Mary Ann Fallon, who won the girls' breakaway roping and finished second in the cutting horse contest.

Betty Meek, Lovington, was named Queen.

The following four winners in each event will compete in the national contest at Hallettsville, Texas:

Calf Roping: 1, Travis Nuckols, Elida, 46.5 seconds; 2, Dale Vaughn, Elida, 48.3 seconds; 3, Calvin Fletcher, Portales, 48.6 seconds; 4, Gerald Marr, Tularosa, 50 seconds.

Ribbon roping: 1, Glen Franklin, House, 37.2 seconds; 2, Dillard Nuckols, Elida, 38.5 seconds; 3, Monty Epps, Magdalena, 40.2 seconds; 4, Billy Holliday, Clovis, 43.2 seconds.

Girls' Breakaway roping: 1, Mary Ann Fallon, 45.7 seconds; 2, Betty Sims, Santa Rosa, 51 seconds; 3, Bette Meek, one calf. Cutting horse contest: 1, Bette Meek; 2, Mary Ann Fallon; 3, Jimmy Boyle, Santa Rosa; 4, Betty Sims.

Bareback Bronc Riding: 1, Allen Epps; 2, Pardue Hemler, Carlsbad; 3, Gary Schlothauer, Las Cruces; 4, Red Chidester, Hobbs.

Bull Riding: 1, Denny Chavez, Ft. Sumner; 2, Gerald Marr; 3, Arthur Sears, Las Cruces; 4, Gary Schlothauer.

Girls' Barrel Race: 1, D'Aun Young, Lovington; 2, Seula Caudle, Tatum; 3, Bette Meek; 4, Gail Burton, Ft. Sumner.

Girls' Boots and Cigar race: 1, Jane Arramouspe, Corona; 2, Sammy Beckham, Jal; 3, Alta Hennigan, Raton; 4, Betty Sims.



HOBBS ONE-MAN FEEDER

**SAVES FEED
SAVES TIME
SAVES MONEY**

Fits any standard half-ton pick-up truck, leaving most of truck space usable for other hauling.

Easily installed and removed

Actual tests show up to 12% saving is possible when feeding bulk feeds—because of exclusive sifting compartment which automatically salvages fine particles of feed.

Release lever located so driver can operate while driving. Holds 400 lbs. of feed. In addition to compartment which automatically salvages fine screenings, there is compartment for fence tools, dehorers, hypodermics, clothing. Each door is rain-tight and has lock.

Complete with necessary bolts for installing **\$137.50**

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609 N. Main St. Fort Worth, Texas

Black Boy...

producer of America's Best Beef!



HE'S the greatest . . . this boy! Black, burly, and bound for market! And when you read the reports in the paper tomorrow you'll find that Black Boy and his brothers topped all other breeds sold.

Why is Black Boy the pacesetter of price? Why do Angus steers bring more?

Partly because the consumer is king . . . he demands well-marbled, juicy, tasty meat. That's why more and more good restaurants are featuring Angus beef . . . for more and more of their customers say: "Man, what a steak!" as they eat a delicious T-Bone from Black Boy.

Partly because the International Carcass Contests have definitely proved Black Boy superior. As a matter of fact, Angus steers have won Grand Champion Carcass awards 46 out of the past 48 shows.

Mostly, however, because the packer is the paymaster . . . he'll bid more for Black steers because they usually dress out 1 to 2% more good salable beef. Frequently this spread is \$1.00 to \$2.00 per cwt. . . . certainly a worthwhile extra net for both breeder and feeder.

Producer of pounds, price and profit!

Why is Black Boy the established leader? Why is he so hard to beat?

Actually he was born to be ahead. For Angus is the modern beef type . . . not patchy and wasty, but neat and trim, carrying much of the weight in the preferred loin and hindquarters! . . . not rough and big boned, but smooth and compact, and still rugged enough to rustle for food on the steep slopes and rocky ranges where other cattle falter! . . . not big-bellied and long-bodied, but trim-middled and low set, an efficient converter of your grain and roughage into market-topping beef.

Yes, that's why you'll profit more with Black Boy . . . you're not turning your good grain and green grass into unnecessary bone, belly and brisket, but into beef . . . quality beef . . . beef that brings top-of-the-market prices.

American Aberdeen-Angus Breeders' Ass'n

9 Dexter Park Avenue, Chicago 9, Illinois

**Be ahead!
Breed Blacks!
Feed Blacks!**

Aberdeen-Angus Transactions

Fifteen cows were bought by the Angus Haven Ranch of Ennis, Texas, from R. V. Stockton, of Ennis.

Twenty-seven cows and two bulls were bought by L. A. Ferguson of Jacksboro, Texas, bought from Alva S. and Troy W. Moffett of Memphis, Mo.

A. C. Cheshier of Littlefield, Texas, sold ten cows and a registered bull to Jack Farr of Littlefield.

J. M. Daugherty and Sons of Abernathy, Texas, bought three cows from Lloyd D. Daugherty of Abernathy.

Thirteen cows and four bulls were sold by R. H. Jackson of Christoval, Texas, to Gerald B. Hartgraves, of Eldorado, Texas.

James C. Tucker of Buda, Texas, sold three cows to A. W. Rhodes of Corpus Christi, Texas, and a cow each to W. C. Loden, Prairie, Miss., and to J. P. McCue of Columbus, Texas.

Four cows and one bull were bought by Barbee & McGowen of Checotah, Okla., from R. L. Simpson, Jr. of Eufaula, Okla.

Texas Technological College, Lubbock, Texas, sold nine cows to Swann & Swann of Plains, Texas.

Six cows and one bull were bought by Marvin Flowers, Perryton, Texas, from A. L. Swink & Son also of Perryton.

Twelve cows were sold by Essar Ranch, San Antonio, Texas, to Kenneth Schulte, Brookshire, Texas.

J. R. Chaney, Dallas, Texas, bought eight cows and a bull from L. L. Post, Irving, Texas.

Angus Valley Farms, Inc., Tulsa, Okla., sold four cows and two bulls to the Little Link Angus Farm, Shawnee, Okla.; four cows to W. A. Rice and Sons, Liberal, Mo.; three cows and a bull to H. C. Yelton, Hot Springs, Ark.; a bull and a cow to Charles Price, Perryton, Texas; and a cow each to R. D. Angus Farm, Broken Arrow, Okla., and J. F. Pfeiffer, Orlando, Okla.

Three cows were sold by R. L. Simpson, Jr., Eufaula, Okla., to Mr. and Mrs. Wm. M. Thomas, Miami, Okla.

M & L Ranch, Burnet, Texas, sold a bull and a heifer to H. L. Madeley, Trinity, Texas; a bull to Charles Douthitt, Lampasas, Texas; and a heifer each to T. B. Porter, Porter Ranch, Austin, Texas, and the Rala Ranch, San Antonio, Texas.

John W. Clingan, Norman, Okla., bought four cows from M. I. Neher, Norman.

Wilbur Cravey, Finley, Okla., bought 16 cows and a bull from Charley Brown, Belzoni, Oklahoma.

Clark A. Seales, Muleshoe, Texas, bought a bull and a cow; and Roy Euler, Summerfield, Texas, a bull, from Thurman Atchley, Summerfield.

The Neustadt Bros., Ardmore, Okla., bought four cows from Clarence Burch, Ravia, Oklahoma.

Bluff Valley Farm, Tehuacana, Texas, sold three bulls to Fred Wingfield, Jew-

ett, Texas; and a bull to Brac Wilson, Leona, Texas.

Joe M. Hughes, Forney, Texas, sold four bulls to James K. Brooks, Forney; a bull to N. M. Whilden, Rockwall, Texas; and a cow to Reagin Crawford, Rockwall.

Two bulls were sold to Fred C. Briggman, Uvalde, Texas, and a bull was sold to Dr. Y. C. Smith, Corpus Christi, Texas, by W. A. Seidel & Sons, Knippa, Texas.

Nine cows and a bull were bought by Maxine Harvey, Renfrow, Okla., and two cows were bought by Floyd M. Self, Medford, Okla., while two cows were sold to Joseph E. Jenista, Caldwell, Kans., by William Anderson, Medford, Okla.

G. H. Spiser, Eden, Texas, sold 14 cows to Harry D. Jersig, San Antonio, Texas.

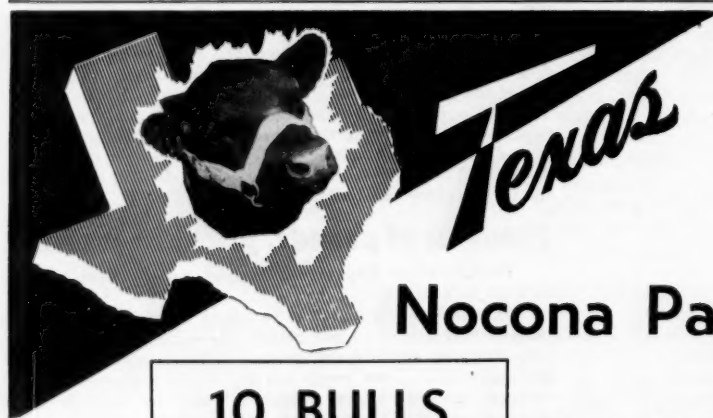
Four cows and a bull were sold to J. T. Hightower, Sentinel, Okla., by Leonard B. Sullivan, Sentinel, Okla.

W. F. and Z. V. Dunbar, Oktaha, Okla., sold six cows and two bulls to William Z. Duncan, Jr., and a cow and a bull to H. F. Bromfield, Beggs, Okla. Martin Odom, Eufaula, Okla., and Marvin Altman, Spiro, Okla.

Fifteen cows were purchased by H. L. Myers, Ames, Okla., from V. L. Goltry, Enid, Okla.

Clay Littlejohn, Hubbard, Texas, sold five cows to M. T. Wright, Malone, Texas.

R. L. Adams, San Antonio, sold four bulls to Hardt Stock Farm, Hondo,



ABERDEEN-ANGUS ASSOCIATION

Sponsored

Nocona Pasture Fitted Sale

10 BULLS

HERD BULL PROSPECTS
AND TOP RANGE BULLS.
ALL BREEDING AGE

75 HEAD

65 FEMALES

BRED AND OPEN HEIFERS
COWS WITH CALVES

Joe Benton Farm - NOCONA, TEXAS - Monday, 1:00 p.m. - OCTOBER 4th

Young foundation and replacement cattle in their work clothes ready to start producing for you. In the beef cattle business today, quality is the keynote to profit. Aberdeen-Angus, as proven time after time, is America's quality beef breed. Quality, plus breeding and families, will be the keynote at Nocona. Today, the price is right for the beginner or for improving an existing herd—for tomorrow, the demand for quality beef will again exceed the supply.

Glenn L. Tole
Secretary-Treasurer
Livestock Exch. Bldg.
Fort Worth, Texas

C. W. Chandler
Sale Chairman
Nocona, Texas

Henry Moore
President
Eldorado, Texas

Black Knight 20th of A.V.



IMPRESSIVE

This is the word used by our visitors when they see Black Knight 20th of A.V. calves. They are impressive to us too, for we sincerely believe they are the finest group we have ever had at the ranch.

November 8th

This is our 1954 sale date. Again this year Brook-bred Angus and Shahan Angus will be offered in this annual sale. Our plans are for a great set of top foundation cattle, both bulls and females. We want you to see our sale cattle, so stop in soon for a visit with the Brooks.

Now for sale at private treaty—a nice selection of top quality range bulls ready for heavy service—they will add POUNDS and QUALITY to your calves. Also for sale a few good females by Brook Prince and bred to Black Knight 20th for breeders who wish to buy beef type Angus.

MEREDITH CARSON
Foreman

CLARE COUNTRYMAN
Herdsman

Tommy Brook Ranch

Phone 2272 Brady

Ranch located 10 miles south of Brady on U. S. Highway 87

CAMP SAN SABA, TEXAS

Texas, and one bull to Miller Rhoades, Austin, Texas.

Three cows were bought by Waymon G. Dowell, Sr., of Claremore, Okla., from Ingersoll Ranch of Claremore, Okla.

Brown Ranch of Friendswood, Texas, bought three bulls from G. A. Creswell, Oplin, Texas.

Ten bulls were bought by Millard Eidson, Lovington, N. M., sold by N. P. Powell, Tyler, Texas.

O. L. Curb, Killeen, Texas, bought three cows and a bull from J. W. Shook, San Saba, Texas.

Hays Angus Dispersion

Totals \$268,320

SUMMARY

7½ Bulls	\$ 35,250; avg.	\$4,700
177 Females	233,070; avg.	1,317
184½ Head	268,320; avg.	1,454

THE Hays Ranch Dispersion Sale was held at Kerrville, Texas, June 21.

Many states were represented by the attendance of approximately 1,500 persons. Cattle were sold into ten different states which included Kansas, Missouri, Michigan, Virginia, Pennsylvania, Oklahoma, New York, New Jersey, Georgia, Texas and the District of Columbia.

The feature of the day was the sale of one half interest in the Reserve International Champion bull, Prince 105 of SAF. This many times champion and proven herd sire that had many admirers sold to J. V. Hampton, Fort Worth, Texas, for \$25,000. The other one half interest in

this son of Prince of 105 of TT is owned by Simon Angus Farm, Madison, Kans. The second top selling bull at \$5,000 was one of the herd bulls, Homeplace Eileenmere 104th, a son of Eileenmere 487th. E. W. Thompson, Sedalia, Mo., was the buyer. Selling to Larry Rogers, Boerne, Texas, for \$2,000 was Prince 32d of Essar by Master Prince 2d.

The top selling female was Angus Valley Evermere 7th, a September, 1952, daughter of Black Knight 27th of A. V. and a member of the very popular Evermere T. family. After spirited bidding, Ess Kay Farms, East Aurora, New York, got her on a bid of \$13,100. James E. Kemp, Midlothian, Texas, bid \$10,000 to get the second top selling female, Barbarosa, C. S. 5th, a September, 1950, daughter of Prince Burgess C. S. Selling to Essar Ranch, San Antonio, Texas, for \$8,000 was Cherry Blossom of HR, a January, 1953, daughter of the imported Edgar of Newhouse.

Auctioneers were Hamilton James, Ray Sims and Bill Hagel.

West Texas Aberdeen-Angus Field Day

THE annual West Texas Aberdeen-Angus field day was held July 22 on the campus of Texas Tech College at Lubbock.

A well planned program was presented to an interested group of Angus breeders from the West Texas area. The morn-

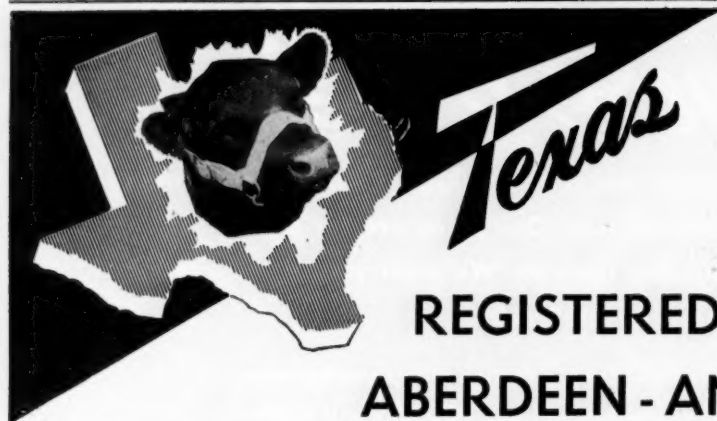
ing activities included a film on last year's International Livestock Show at Chicago and a judging contest.

After a barbecue lunch, Dean W. L. Stangel of the college extended a welcome to the visitors and Milt Miller, fieldman for the American Aberdeen-Angus Association, spoke on the progress of Angus in the plains country. Mrs. Clyde Bradford of Happy, Texas, discussed the importance and methods of keeping herd records.

At a meeting of the West Texas Aberdeen-Angus Association, Bill Norman of Dougherty was elected president.

Angus Feeder Calf Sale in Fort Worth Sept. 3

THE Texas Aberdeen-Angus Association will sponsor an Angus feeder calf sale to be held at the Fort Worth Stockyards September 3. This will be the first sale of its kind to be held in Fort Worth. The calves will be judged the morning of the 3rd and sold that afternoon through the various commission companies operating on the Fort Worth yards. According to Glenn Tole, secretary of the Texas Aberdeen-Angus Association, a number of Corn Belt feeders are expected to be present for this event and cattlemen who have Angus or black bald-faced calves are invited to consign them to this sale. All calves consigned to the sale should be in the stockyards the day before the sale.



ABERDEEN-ANGUS ASSOCIATION

Sponsored

MID-TEXAS

**REGISTERED - PASTURE FITTED
ABERDEEN - ANGUS SALE**

**45 OPEN & BRED
HEIFERS**

**SATURDAY
OCTOBER-2-1954**

Offering only high quality selected animals with a lifetime of service before them. A real opportunity to buy foundation or replacement cattle from top herds in the area.

**ARLINGTON, TEXAS
ARLINGTON STATE COLLEGE FARM**

Glenn L. Tole
Secy. Treas.
Livestock Exch. Bldg.
Fort Worth, Texas

Julius Bruner
Sale Chairman
Fort Worth, Texas

Henry Moore, President
Eldorado, Texas

**5 HERD BULL
PROSPECTS**

VALLEYMERE

Angus Farms

FIRST ANNUAL SALE

THURS., AUG. 26th., 1 P. M.



WICHITA FALLS TEXAS

THE OFFERING:

40 Cows and Calves (Many Rebred)

14 Bred Cows

6 Bulls — One a son of Eileenmere 500th

*including a Guest consignment
of 25 lots from 77 Ranch*

30 Open Heifers

10 Bred Heifers

Also Selling . . .

Daughters of Prince 105 SAF,
Prince Sunbeam 200th, Prince
Oldfield of Ferndale, Quality
Prince 19th, Prince Quality of
O.A.M.C. 8th, Prince Sunbeam
215th and other well-known
bulls.

Leading Families of the Breed Sell . . .

Blackcap Bessie — 5 Ballindalloch Georginas

4 Ballindalloch Jilts

2 Maid of Bummers — 3 Eulimas — Edwinas

Hartley Edella — Rosemere Barbaras — And Others

We Expect to Sell Bargains Because This Is a Large Offering!

FEATURING THE GET AND SERVICE OF . . .

VALLEYMERE HERD BULLS

Master Prince of Essar 3d

Great Oaks Zaramar 4th

Also Plan to Attend
BRADFORD'S "GOLDEN OPPORTUNITY" SALE
HAPPY, TEX. — SEPT. 23

77 RANCH HERD BULLS

Raona's Prince Eric

Homeplace Eileenmere 280

Cesor's Mercury 4th

Black Knight 31st of A.V.

Auctioneer — Col. Ray Sims
Benny Scott for
THE CATTLEMAN

Write for Catalog

VALLEYMERE ANGUS FARMS

Garland Eubank

Box 87, WICHITA FALLS, TEXAS

Flynn Stewart

You are invited to an Angus "get-together" the evening of August 25 in the Town Room of the Kemp Hotel, Wichita Falls

FOR SALE - Registered Angus Herd

180 Cows — About Half With Calves
17 Open Heifers — 13 Range Bulls
7 Herd Bulls — 33 Young Bulls

Herd established 14 years. Prefer to sell to one buyer
but will sell in lots to suit.

ALSO - 1560-Acre Farm and Ranch

210 acres of fine bottom land in cultivation, abundance of water, all well improved. Plenty of barns, cattle sheds and corrals. 2 houses needing repair, 2 employee houses in good condition. Owner's home a \$35,000 rock, ranch-type house. all farm equipment. Ideally located 20 miles west of Waco, Texas, on Highway 6 near Valley Mills. Average rainfall for this section is 37 inches and has been the past two years in spite of the drought.

COMPLETE LIQUIDATION
EVERYTHING TO BE SOLD AT PRIVATE TREATY
CATTLE — FARM — ALL EQUIPMENT

Your Opportunity to Buy a Going Business! Would prefer to sell to one buyer, but will sell any part . . . especially cattle. This is a "Golden Opportunity" for someone, a ready-made start with an excellent herd in a location that can't be beat. If you want to get into the purebred Angus business . . .

For particulars, visit the farm or contact
S. B. Swigert, Valley Mills, Texas

Here is a Real
Opportunity!

S. B. SWIGERT LIVESTOCK FARM
VALLEY MILLS, TEXAS

THE COW HERD IS IMPORTANT

We are aware of the fact that, even with top bulls, a breeding program cannot be successful without a good cow herd. In establishing our breeding program here at Byars Royal Oaks we have selected many of the top females of the breed for our cow herd with several of the most popular families represented.

*You are invited to come by and inspect our breeding herd.
We have several outstanding prospects by Alford's Quality
Prince 175th that we would like to show you.*

VISITORS ARE ALWAYS WELCOME

BYARS ROYAL OAKS
REGISTERED ABERDEEN-ANGUS CATTLE
TYLER, TEXAS

B. G. BYARS, OWNER

J. L. MYRICK, MANAGER

M. L. SNIDER, Herdsman

DOYLE GLOSSUP, Asst. Herdsman



YOU WILL BE PROUD

Write for further information

MEMBER
TEXAS & SOUTHWESTERN
CATTLE RAISERS
ASSOCIATION
POSTED

TO BE A MEMBER

410 East Weatherford, Fort Worth

**395 Head of Registered Angus
to Compete at Futurity**

FOR the past six years the American Aberdeen-Angus Breeders' Futurity has been the largest showing of young Aberdeen-Angus cattle in America, and 1954 will be no exception. There will be 395 "Blacks" competing when the seventh annual Futurity begins at 8 a. m., Thursday morning, August 12, at Keeneland Race Course, Lexington, Ky.

Twenty-seven new exhibitors are included in the total list of 80 exhibitors who will compete for \$23,340 in premiums and 39 trophies. There will be 296 cash prizes, ranging from \$400 down to \$25.

The three-day event, which marks the opening of the fall show circuit, will begin with the judging of bull classes the first morning. The schedule includes the Futurity sale set for the afternoon of August 12 at 4 p. m. at which animals will be consigned from some of the leading herds of the nation. This will be followed by the Futurity banquet at the new dining room in the race course grandstand.

Female judging will be held Friday morning, August 12, and immediately following lunch the grand champions of the show will be selected, as well as the supreme champion of the show. There will also be one group class shown, consisting of a son and daughter of the same bull. Winner of this class will be awarded the Freeman Keyes Challenge Trophy for one year, as well as permanent possession of a small replica of the trophy. Saturday is being held open in case of inclement weather.

For the first time the Futurity has added two extra classes to the show. These novice classes—one for bulls and one for females—will be open only to the 27 exhibitors showing for the first time. Prize money will be awarded and two trophies are being given winners—donated by the Lexington Chamber of Commerce.

Three nationally known cattlemen have accepted invitations to judge at the Futurity. They are G. S. Bratcher of Oklahoma A. & M. College, Stillwater; Lee Leachman of Ankony Farm, Rhinebeck, New York; and P. S. Shearer of Iowa State College, Ames. Prizes will be awarded up to 35 places.

Bill Gibbs Opens Fort Worth Office

The many friends of Bill Gibbs, who has a wide acquaintance among livestock men due to his many years with the feed department of Burrus Mills, will be pleased to learn that he has established an office at 1209 Burk Burnett Building, Fort Worth, Texas. Bill says his services are available to anyone who wishes to buy or sell registered and commercial cattle, herd and range bulls and quality females. He is also in a position to handle ranch sales and ranch loans. In addition he can give dependable service on cottonseed cake, meal and hulls in Texas and Oklahoma.

COMPLETE ANGUS DISPERSION

Gold Point Farms Herd



AT THE FARM

**MON.,
SEPT.
13th**



SHREVEPORT, LA.

Selling 155 Cows, 3 Bulls

Herd established in 1928

• **CATTLE SIRED BY**—Irenmeere K, Revolutions Edward W. 10th, Revemere of Wheatland 7th, Eileenmere 713th, Eileenmere of Gold Point.

8 great-granddaughters and 1 granddaughter of Earl Marshall—Almost half the herd have Earl Marshall in the 5th generation of their pedigrees.

• **HERD BULLS SELLING**—Prince Windsor 3d—4 years old, Prince 15th of Clover-Haven—4 years old, Revolution of Gold-Point 10th—4 years old.

• **60 COWS WITH CALVES AT SIDE**—50 cows Pasture-Bred to Prince Windsor 3d, 49 pasture-bred to Prince 15th of Clover Haven. 11 (1½-year-olds) Have Not Been Bred. Most Cows Are Between Two and Six Years Old.

• **FAMILIES**—Edwina Ericas—McHenry Blackcaps—Blackbirds (4th Branch)—Tolan Blackcaps—Enchantress Trojan Ericas—Eline Ericas—Eisa Trojan Ericas.

RAY SIMS, Auctioneer • BENNY SCOTT for The Cattleman

Sale will be held at the farm located eleven miles north of downtown Shreveport on OLD Hy. 71. Leave Shreveport on North Market St.—turn right after passing Alamo Plaza Courts—go one block, turn left. At the forks of the

road take right—follow our signs from there on.

This herd of top individuals is one of the oldest herds of Angus in Louisiana. These cattle are being sold to settle the estate of the late W. G. Adger.

GOLD POINT FARMS

MRS. W. G. ADGER

SHREVEPORT, LA.

RT. 5, BOX 182

ABERDEEN-ANGUS

**"THE BREED WITH
A RECORD"**

GOLDEN OPPORTUNITY SALE

90 HEAD OF FEMALES AND ONE BULL

- ★ Open Heifers
- ★ Bred Heifers
- ★ Bred Cows
- ★ Cows with calves, many rebred

The bull is a son of Prince Evascus and he has been used the last 18 months as the principal herd sire at Texas Tech College, Lubbock.

Featuring the service and get of:

- Prince Evascus, son of Prince Sunbeam 29th
- Bradford Prince E 5th, son of Prince Evascus
- Bradford Prince 217, son of Prince Sunbeam 217
- Bradford CTE Prince, son of Prince 500th of Bates

- ★ Pasture Fitted
- ★ Good Breeding
- ★ Good Families

The **GOLDEN OPPORTUNITY SALE**
in the **GOLDEN SPREAD** —

★ **AT BRADFORDS', SEPT. 23**

Attend the Vallemere Sale at Wichita Falls, Texas, August 26

Bradford's *Registered*
ABERDEEN-ANGUS
Cattle
CLYDE R. BRADFORD and MERRILLA BRADFORD, Owners — Address Route 2, Happy, Texas
Ranch Located 1½ miles west of Kaffir Switch, off U. S. 87, halfway between Tulia and Happy

REGISTERED ABERDEEN-ANGUS

Through the use of imported, Sunbeam, and Eileenmere bulls on our very fine cow herd we are usually able to supply the desired type of breeding animals for any purpose. Our rigid culling of bull calves has paid good dividends as our young bulls usually sell as fast as they reach the minimum service age.

Dunraven 
BUDA, TEXAS
James C. Tucker & Son • Telephone 63 **Ranch**

ABERDEEN-ANGUS

Popular Bloodlines. Desirable Quality.
Attractive Prices.

CAPPS RANCH
TIPTON, OKLAHOMA

Choice yearling bulls for sale.
Priced to sell

GROTE ANGUS RANCH
MASON, TEXAS

Essar Ranch
Abilene, Texas

Herd Sires
Prince Sunbeam 328th
1948 International Junior and Res. Champion Bull, owned jointly with Shadow Isle Farms, Red Bank, N. J.
Prince Sunbeam 558th
by Prince Sunbeam 29th
Prince Envious of Ames
by Prince Envious of Bates
We will offer a group of select females bred to 328th during the summer and fall privately. Come by and see what we offer. They will make you money. Visitors always welcome.
Tom Slick, Owner
Dr. Paul Keesee, Mgr.

C. A. RAPP & SON



Our chief
herd sire is
Eileenmere 62d
by the "487th"

★

Farms located
3 and 6 miles
west of Estelline
on State Hwy. 86

ESTELLINE, TEXAS

Free! Send Today for a Copy!

of the National Publication of the last
est growing Beef Breed in America. Get acquainted with
breed activities. Address:

The Aberdeen-Angus Journal
808 Des Moines Street Webster City, Iowa

**- BE CAREFUL
WITH
ANY FIRE!**



**PREVENT
FOREST FIRES!**

Champions In Texas High School Rodeo Named

MORE than 200 Texas high school and elementary school boys and girls—213 to be exact—competed in the eighth annual Texas State High School championship rodeo held at Hallettsville, Texas, June 16-19. All of the first 4-place winners in the rodeo will compete with similar winners from other states in the National High School Championship Rodeo to be held at Hallettsville August 5-6-7.

Jack Burkholder, San Antonio, was named all-around champion cowboy, placing first in bull dogging and amassing enough points in other events to qualify him for the title.

The all-around champion cowgirl was Nola Jane Coopender of Aransas Pass, who included among her winnings the first place in the girls' breakaway roping.

Sandy Thomas, Eagle Lake, was named queen.

Perhaps the greatest interest in the rodeo centered around the calf roping contest which was won by Marvin Overstreet of Dallas. Overstreet roped and tied three calves in 40.5 seconds, an average of 13.5 seconds per calf. Richard Gray of San Angelo was second with 45.1 seconds. Anthony Salinas of Encinal finished third with 45.7 seconds and Dale Carroll, Houston, was fourth with 47.8.

Jack Burkholder won the steer wrestling contest with a time of 26.2 on two steers. Billy Scarborough, Robstown, was second with 32.1 seconds. Richard Franklin, Alice, placed third with 33.9 seconds and Tony Royce, Lampasas was fourth with 41.2.

The champion bareback bronc rider was Joe Tantilla of Port Neches. Sonny Childress, Gonzales, was second and James Knapp, Arlington, and John Young, Dickinson, tied for third.

In the breakaway calf roping contest, Gerald Leonard, Del Rio, placed first with a total of 11.8 seconds; John Shannon, Port Lavaca, was second with 12.7; Billy Alford, Houston, third with 15.8; and Larry Wimer, San Antonio, fourth with 15.9.

Carey Crutcher, Houston, won the boys' cutting horse contest. Darrell Rhodes, Abilene, was second; Danny Mehrens, Richmond, third; and Morris Watson, Houston, fourth.

Judy Burton, Arlington, won the girls' cutting horse contest. Gladys Brown, Orange, was second; Nathalie Kendrick, Houston, was third; and Nola Jane Coopender was fourth.

The girls' breakaway roping contest was won by Nola Jane Coopender, with Bernice Jones, Hallettsville, second; BoDell Whitehead, Del Rio, third and Virginia Anne Jones, George West, fourth.

In the clover leaf barrel race, Mickey Winslow, Magnolia, finished first; Bernice Jones, second; Nola Jane Coopender, third; and fourth place was tied between Molly Forgason, Hungerford, and Sandy Thomas, Eagle Lake.

Brangus ...

MORE BEEF at less cost



★
Registered Brangus
bull—Age 3 years—
Weight 2,387 pounds.
For free information
and illustrated folder
write

American Brangus Breeders Ass'n., Inc.

Phone 1200

Vinita, Oklahoma

Announcing-

OKLAHOMA ANGUS FEEDER CALF SALE

FRIDAY, SEPTEMBER 10

STOCKYARDS, OKLAHOMA CITY, OKLA.

Here is your opportunity to get the kind of Angus feeder calves you are looking for in lots to suit your needs.

If you have Angus calves that you wish to sell, you are invited to consign them to this sale. All calves should be in the stockyards by the afternoon of Sept. 9.

CARLTON CORBIN, Sale Manager, ADA, OKLAHOMA

OKLAHOMA ABERDEEN-ANGUS ASSOCIATION

BREEDING QUALITY ANGUS THROUGH THE SERVICE OF:

- ★ PRINCE ENVIOUS of AMES by Prince Envious of Bates
(Owned jointly with Essar Ranch)
- ★ MASTER PRINCE 18th of ESSAR by Master Prince 2nd
- ★ PRINCE SUNBEAM 781st by Prince Sunbeam 29th

J. W. GORMAN
Owner



TRUMAN CLYBURN
Herdsmen

VISITORS ARE
ALWAYS WELCOME

Promoting Cattlemen's Interests

Write for further information



For Three-quarters of a Century
410 East Weatherford, Fort Worth

FARNAM PRESSURIZED SPRAY EAR-TICK BOMB



The "Modern Way" to control Ear Ticks! Quicker, easier, more convenient! Just spray it into the ear. Propellant gas drives remedy deep down into every crack and crevice of the ear. Penetrates thick masses of ear wax. Does a fast, efficient job of eradicating Ear Ticks. Also protects against re-infestation up to 3 weeks.



**COSTS LESS THAN
"1c Per Ear"**

You can treat 160 to 240 ears (80 to 120 head) with a single Farnam Ear-Tick bomb.

Costs only... **\$1.85**

AT DEALERS EVERYWHERE — If your dealer doesn't stock Farnam Bombs, ask him to do so.

THE FARNAM CO. OMAHA, NEBRASKA

Cattle King OILER Model "V"



The "LOW COST" Way to
**CONTROL
FLIES**

The method recommended
by so many state colleges

Improved "Spring Encased"
ROLLER APPLICATOR

Many improved features—"Spring Encased" for longer wear and greater "scratchability"! Attaches to any post, anywhere. No pulleys or weights! Easier to fill with new filler magazine.

ORDER DIRECT and SAVE!—Send check w. order, and we ship parcel post prepaid, COD, if you prefer. Write—

**ONLY
\$18.75**

WITH
**METHANOX INSECTICIDE
CONCENTRATE**

One gallon makes 5 gals. of oil. Approved for either dairy or beef cattle... \$8.75 per gal.

COMBINATION OFFER
BOTH \$27.50

Cattle King Co., Box 114 E, Omaha 12, Nebr.

If You're A Real Cattleman You'll Want a Pair of These Old-Time-Quality, Made to Measure Boots

You just can't beat them for glove like fit, original, exclusive designs and the long service that comes from finest materials and superior workmanship.

Blucher makes nothing but made to your individual measure cowboy boots. 36 different styles. Fit guaranteed. One month delivery. Years of wear in every pair. Write for Free Catalog, in colors, today.

G. C. Blucher Boot Co.
Olathe, Kansas

BLUCHER BOOTS
they never lose a Stirrup

Four Horse Shows Scheduled For Texas State Fair

FOUR of the most famous horse shows in the nation will brighten the schedule of livestock events at the 1954 State Fair of Texas, Oct. 9-24, in Dallas, Ray W. Wilson, the fair's livestock manager, has announced.

"These four nationally recognized shows will be the Quarter and Palomino horse classes, the open cutting horse contest and the Shetland Pony show," Wilson said.

"The combined premium purse for the four shows is \$10,910, with \$3,840 posted for Quarter horses, \$2,070 for Palominos, \$2,000 for the cutting horse contest and \$3,000 for the Shetlands."

Quarter horses take the spotlight during the first week-end of the fair. First and second go-rounds in the roping and cutting divisions are set for opening day, Oct. 9, with the finals in both divisions on Oct. 10. Reining classes will be on Oct. 12; halter classes for mares on Oct. 15, and halter classes stallions, geldings and groups on Oct. 16.

The fair's open cutting horse contest will begin on Oct. 15, race into the second go-round on Oct. 16 and smash into the finals on Oct. 17.

"The top event of our Palomino show the last week-end of the fair will be the selection of the Stock Type Palomino Horse of the year and the Pleasure Type Palomino Horse of the year," Wilson continued.

"Owners of these two outstanding mounts will receive handsome trophies Oct. 24, from the Texas Palomino Exhibitors Association."

The Palomino judging calendar calls for all halter classes on Oct. 22 and for performance classes on Oct. 22-24.

State Fair's Shetland Pony show—one of the most colorful, beautiful and graceful shows of all livestock events—opens Oct. 22 with the stallion halter classes and four of the twelve performance classes. Mare and group classes will complete the halter competition on Oct. 23. The performance classes will continue on Oct. 23 and reach their climax on the last day of the fair, Sunday, Oct. 24.

Laramie, Wyo., Quarter Horse Show

ED Honnen, Denver, Colo., won both grand championships in the Quarter Horse show held at Laramie, Wyo., July 8. G Fern Dashing Cat was grand champion stallion and Miss Veto was grand champion mare. Chicaro McCue, owned by George Carmin, Orin, Wyo., was reserve champion stallion and Georgia F, owned by J. Elmer Decker, Breen, Colo., was reserve champion mare.

Gangster, owned by King Merritt Ranch, Federal, Wyo., was champion gelding.

Hugh Bennett, Colorado Springs, Colo., judged the show.

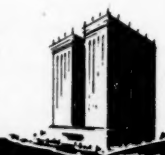
HEADIN' FOR El Paso PARDNER?



Cattlemen are always welcome at the Paso del Norte where real "Old West Friendliness" prevails. Conveniently located downtown. El Paso's only hotel with adjoining garage.

R. L. Miller,
Manager

- DRY AIR-CONDITIONED
- GARAGE ADJOINING
- 300 ROOMS



HOTEL
Paso del Norte
EL PASO TEXAS

Feed Cattle and Sheep The Modern Way With



One man does the work of two in one-fourth the time. Two hundred pounds of cake, pellets, or checkers may be distributed per minute, driver never leaving pickup seat. Only one minute required to detach from or attach to vehicle.

For Information Write

WYNN'S FEED DISTRIBUTOR
Dept. 1, Box 164, Bellevue, Texas

VINITA, OKLAHOMA -- Brangus Center of the World



Junior Champion Brangus Bull — 1952 San Antonio Livestock Exposition
AGE 2 YEARS • WEIGHT 1605 LBS.

NORTHEAST OKLAHOMA BRANGUS ASS'N

P. O. BOX 93

::

PHONE 1200

OCTOBER 1954																																																																																										
TENTH MONTH						TENTH MONTH																																																																																				
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THE DATE IS SET !

Northeast Oklahoma Brangus Assoc.

3rd Annual Brangus Sale • VINITA, OKLA.

ABBA Adds to Premiums of 28 Livestock Shows

THE American Brahman Breeders Association will add to the premium money for Brahman classes in 28 livestock shows during the 1954-55 season, it was announced following the spring meeting of the ABBA board of directors in Houston recently.

The ABBA directors appropriated \$16,795.00 for show premium money during the 1954-55 season. This is an over-all increase of 4.4 per cent over the past show season.

Two new shows were added to the ABBA approved and supported list. They are the Northeast Louisiana State Fair of Delhi, La., and the Trinity Valley Exposition of Liberty, Texas.

The ABBA supported shows are the Alabama State Fair at Birmingham, Arizona National Livestock Show at Phoenix, Arkansas State Fair at Little Rock, the Southeastern Livestock Exposition at Atlanta, Ga.

In Florida, the Pensacola State Fair, North Florida Fair at Tallahassee, Florida State Fair at Tampa, Imperial Eastern Brahman Exposition at Bartow, Southeastern Fat Stock Show, Ocala, and the Kissimmee Valley Livestock Show at Kissimmee.

In Louisiana, Louisiana State Fair at Shreveport, South Louisiana State Fair at Donaldsonville, Northeastern Louisi-

ana State Fair at Delhi and the LSU Spring Show at Baton Rouge.

The Ohio State Fair of Columbus, Ohio.

In Texas, the Central East Texas Fair and Livestock Exposition at Marshall, East Texas Fair at Tyler, Navarro County Fair at Corsicana, Wharton County Fair at Wharton, Heart O' Texas Fair and Livestock Exposition at Waco, Brazoria County Fair at Angleton, Trinity Valley Exposition at Liberty, South Texas State Fair at Beaumont, State Fair of Texas and Pan-American Livestock Exposition at Dallas, Southwestern Livestock Exposition at Fort Worth, Houston Fat Stock Show and San Antonio Livestock Exposition.

There are a number of other shows where Brahmans either compete or are on exhibition without the aid of added premium money from the American Brahman association. Among these where American Brahman cattle may be seen in the coming show season are the Illinois State Fair at Springfield, Indiana State Fair at Indianapolis, Sumter All-Florida Breeders Show at Webster, Louisiana Mid-Winter Fair at Lafayette, Lonoke County Fair of Arkansas, Southeast Arkansas Fair at Pine Bluff, Gregg County Fair of Longview, Texas, Anderson County Fair of Palestine, Texas, Orange County Fair of Orlando, Florida, and the Darke County Fair of Greenville, Ohio.

Your brand is your coat of arms, but it is of little use unless it is recorded.

Frank Jones Watermelon-Steak Dinner August 21

FRANK Jones, owner of Jones Hereford Ranch, Rhome, Texas, has announced that he will have his annual watermelon and steak dinner at the ranch north of town on Saturday, Aug. 21, from 5 to 8 p. m.

He extends an invitation to Hereford breeders, their families and friends to be his guests.

Farm Census Coming Up

THIS fall Uncle Sam will take his regular five-year census of farms and farming in this country. This 1954 census is the sixteenth of the series begun back in 1840. Every farmer in the 3,000 counties will be asked to help supply the information needed by the crop and livestock reporting service for the next five years, and for various other important uses. Beginning October 1, 30,000 Census enumerators under the leadership of about 2,200 crew leaders will begin calling at each farm to collect questionnaires that the Department of Commerce will mail to each farmer before the census gets under way.

Lambs are highly susceptible to tetanus infection. A stiff-legged gait may be the first symptom noticed in such cases. Extreme care in docking and in other minor surgery will help to avoid tetanus losses.



Once Over Does It -

You can clean up stuff like this in a once over with a Caldwell S-2 Rotary Brush Cutter. Its 57-inch Spring Steel Blade is getting added cutting power from a set of Dagger Attachments, an exclusive Caldwell device which enables the S-2 to get the brush held down by the tractor's or the cutter's wheels. The Daggers fit on the ends of the standard blade, and when used in brush similar to that above insures a "top hand" job. See your dealer or write—

E. L. CALDWELL & SONS
CORPUS CHRISTI, TEXAS

*The Largest Color Lithographers
in the Southwest*

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FORT WORTH, TEXAS

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BANK STATIONERS

A REAL LINE UP OF PROGRESSIVE BREEDING STOCK FOR THE TEXAS SHORTHORN BREEDERS SHOW AND SALE



Friday September 17, 1954

Fair Park Sale Pavilion
East Texas Fair Grounds

TYLER, TEXAS

SELLING 46 HEAD

20 BULLS • 26 FEMALES



This is a carefully selected offering of the best that Texas breeders have to offer. The 20 bulls consist of herd bull prospects and outstanding commercial bulls ready for service. They are good individuals of excellent quality and breeding. Among this group will be one 3 year old, 15 strong yearlings, 3 senior calves and one 2 year old polled bull by Collynie Command, sire of the 1951 Chicago International Champion Polled Shorthorn female. The females include 7 choice bred heifers of ideal type and character, 11 attractive open heifers of excellent breeding, 3 good cows with calves at foot and 5 cows safely with calf by well known herd bulls.

Featuring the Get and Service of:

Marathon's Goldbar
Marcellbar Recorder
Bouquet's Mandrin 2d
H Prince Rothe 3d
Klaymor Legend
Prince Peter Warden
Miles of View Type
Westmorland Prince
Golden Oak Royal Leader
Golden Oak Leader 74th
Golden Oak Prince 34th
Golden Oak Leader 37th
Prince Peter Emblem 4th
Kair Victory
Collynie Command

Browndale Prince
Prince Peter Mason
TC Prince Peter 12th
Ark Lea Upright
Goldfinder's Pride
Prince Peter Brilliant
Prince Peter Albert
Wheatland Viking
U C Pilot
Comrade's Bandtime
Calrossie Talisman
Conqueror's Trumpeter
SR Rodney
Marcellbar Onward

Several of the cows and heifers will be well along in calf to such prominent herd sires as:

Wheatland Viking, sire of Viking 4th, the 1953 International Grand Champion bull. 3 sons of Wheatland Viking sold at public auction for a total of \$15,350.

Conqueror's Trumpeter, half brother to the \$10,000 Red Lady's Conqueror. 10 sons and daughters of Uppermill Conqueror sold at public auction for an average of \$3,110.

Imp. Calrossie Talisman, a son of the great Calrossie Welcome. 11 sons of Welcome sold in the recent Perth Sale for an average of \$9,220. One of his grandsons was Supreme Champion and another reserve Supreme Champion.

U C Pilot and Comrade's Bandtime, sons of the famous Uppermill Comrade. 10 sons and daughters of Comrade sold at public auction for an average of \$3,000.

These prominent Texas breeders have furnished cattle for this sale:

R. O. Alford, Henderson
Tom W. Bridges, Henderson
Roy Lee Butler, Carthage
C. M. Caraway & Sons, De Leon
Carl L. Duke, Oglesby
James Fortenberry, Slidell

Bruce Lane, Comanche
Chas. M. Lusk, Houston
J. Doss Miller, De Leon
Gerald C. Tolleson, Ennis
Albert Weber, Crawford
Joe Williamson, Henderson

The sale will be held in connection with the East Texas Fair, September 13-18 inclusive. Judging of show cattle will begin at 8:00 A. M., Thursday, September 16th. Sale cattle will be judged starting at 8:00 A. M., Friday, September 17th and the sale will start at 1:00 P. M. Everyone is invited to attend the Shorthorn Banquet, September 16th, 7:30 P. M., at the Blackstone Hotel, Tyler.

Auctioneer—C. D. "PETE" SWAFFAR, Tulsa, Oklahoma

HERE IS A SALE THAT IS REALLY TOPS IN EVERY DEPARTMENT. FOR CATALOG AND INFORMATION WRITE A. H. CARAWAY, SALE MANAGER, DE LEON, TEXAS.

SALE SPONSORED BY:

TEXAS SHORTHORN BREEDERS ASSOCIATION

A. H. CARAWAY, Pres.
De Leon, Texas

Z. L. KOONCE, Sec'y. Treas.
Desdemona, Texas

BERNARD FRIEDLANDER, Vice-Pres.
Tyler, Texas

Santa Gertrudis Judging Conference in Florida

ANOTHER successful judging conference was held by the Santa Gertrudis Breeders International at the Palmer Ranch, Sarasota, Fla., June 28. The first S.G.B.I. judging conference was held at the King Ranch in May.

More than 75 breeders, experiment station and university personnel from seven states—Florida, Georgia, South Carolina, Nebraska, Illinois, Ohio and Texas—and Cuba attended.

Charles Dempsey, manager of the Palmer Ranch and director of the

S.G.B.I., was host to the visitors at a noon luncheon at which Santa Gertrudis steaks were served. The conference's opening remarks were made by R. P. Marshall, executive secretary of the S.G.B.I.

Dr. A. O. Rhoad, executive director of the S.G.B.I., conducted the judging conference. He used a purebred Shorthorn heifer and a purebred Brahman to illustrate how the better qualities from each were combined in Santa Gertrudis. From the Brahman, the Santa Gertrudis gets short hair, loose hide, ruggedness, adaptability to warmer climates. From the Shorthorn, the Santa Gertrudis gets beefy conformation and the rich, red coloring. Dr. Rhoad pointed out that the

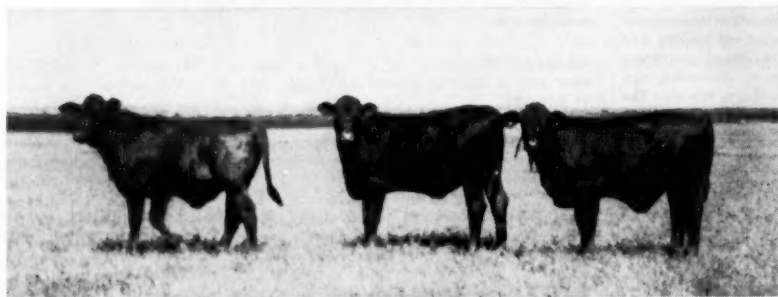
"contrasting anatomical and physiological features of the parent breeds of Santa Gertrudis showing source of various desirable and undesirable genes and gene combinations, their blending and recombination in Santa Gertrudis."

After an inspection of some of the Palmer Ranch's prize Santa Gertrudis cattle, four classes of Santa Gertrudis were scored—class of yearling bulls, class of 2-year bulls, class of yearling heifers and class of 2-year heifers. Rey Rojo, a 2,000 pound bull, born March 9, 1952, and a heifer born Dec. 29, 1952, weighing 1,100 pounds were among the animals used in the scoring.

Those who attended were given score cards and asked to score the animals in each class. Then Dr. Rhoad gave his scoring and the reasons, with a discussion of the various points.

Second Annual

EAST TEXAS SANTA GERTRUDIS CONSIGNMENT SALE



These are part of the heifer offering

SELLING:

35 CHOICE HEIFERS

15 CERTIFIED PUREBRED BULLS

NOVEMBER 13 ★ DALLAS, TEXAS

Sale to be held at the State Fair of Texas Livestock Pavilion following

**The King Ranch and San Antonio
Santa Gertrudis Sales**

This sale sponsored by the

**EAST TEXAS SANTA GERTRUDIS
BREEDERS ASSOCIATION**

(Chartered as an affiliate of the Santa Gertrudis Breeders International)

W. W. CALLAN
President
WACO, TEXAS

Address correspondence to
GEORGE BECKER, JR., Secretary-Treasurer
KAUFMAN, TEXAS

LEO BUTTER
Vice-Pres.
LONGVIEW, TEXAS

Santa Gertrudis Cattle to Compete at Fort Worth Show

SANTA Gertrudis cattle will for the first time take part on a competitive basis in the 1955 Southwestern Exposition and Fat Stock Show at Fort Worth, Jan. 28-Feb. 6, Major Thomas R. Armstrong, president of the Santa Gertrudis Breeders International, has announced.

Santa Gertrudis were shown on a competitive basis in the Texas State Fair last year for the first time, arousing high interest in north Texas cattle circles.

They will be back in the Texas State Fair at Dallas Oct. 9-24 as well as in the Houston Fat Stock Show, San Antonio Livestock Exposition, Tulsa Fair, Florida State Fair, Heart O' Texas Fair at Waco, Gregg County Fair, and other fairs and expositions.

Santa Gertrudis Cattle to South Africa

THE first movement of Santa Gertrudis cattle into South Africa has been reported by John Armstrong, former Texas cattleman now ranching at Day's Bend ranch near Selma. Three Santa Gertrudis heifers were sold by Armstrong to the Imperial Cold Storage and Supply Company, Cape Town, S. Africa.

Earlier this year Armstrong sold 23 heifers to Caracas, Venezuela. They were delivered by air freight from Miami to Joaquin Brillembourg, the purchaser.

Armstrong reports that later this year he is contemplating a shipment of Santa Gertrudis to British Guiana.

Armstrong, who ranched all his life in Texas, moved his Santa Gertrudis herd to Alabama three years ago. He has approximately 600 Santa Gertrudis in his herd.

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Established 1914

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PUBLISHED BY CATTLEMEN
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October 1 Deadline for Angus 'Show Window' Sale

THE closing date is October 1 for entries to the annual Aberdeen-Angus Show Window Sale, to be held during the International Livestock Exposition in Chicago in late fall. All entries must be sent to the American Aberdeen-Angus Breeders' Association on or before that date, accompanied by a \$10 entry fee per head, to be eligible for the sale which will take place at 7 p. m., November 29.

The International Show Window Sale, one of two sales sponsored annually by the American Angus Association, is held each year in connection with the world famous Chicago stock show and the association's annual meeting. Frank Richards, executive secretary, is sale manager.

As is customary, judges will pick 50 top animals—10 bulls and 40 females—to make up the sale offering. Other cattle entered may be sold if the owner desires after the auction of the top 50. All cattle accepted for entry must have been calved after May 1, 1951, and must comply with all health requirements of the sale.

Entries are to be mailed to Sale Manager Frank Richards, 9 Dexter Park Ave., U. S. Yards, Chicago 9, Illinois.

Cattlelog

E. K. Faulkner, University of Wyoming, will judge the beef cattle at the Colorado State Fair in Pueblo August 25-29.

The Edellyn Farms annual Shorthorn sale, held at Wilson, Ill., averaged \$1,447 on 32 lots. Nine bulls averaged \$1,053 and 23 females averaged \$1,601. The top price was \$4,500, paid for a female, Oakfield Rosewood 36th. The buyer was Almahurst Farms, Nicholasville, Ky.

The George MacRobert Ranch, near Stonewall, Okla., was recently sold to W. S. Satterfield, Oklahoma Polled Hereford breeder who owns ranches near Tulsa and Pryor. The ranch, located in "Hereford Heaven" is one of the most modern and best developed in the area. Russell Sutley, herdsman, says the new ranch will be incorporated in the expanded operations which Satterfield plans.

The Dudley Brothers, Gail, Tom and Eltos, Hereford breeders of Comanche, Texas, recently closed a deal for the purchase of the Dick Alexander Ranch, some six miles west of Comanche. With the acquisition of the Alexander Ranch, which comprises 3076 acres, the Dudley Brothers increased their holdings to 18,600 acres.

Ray W. Willoughby, San Angelo, Texas, president of the National Wool Growers Association and W. H. Steiwer, Fossil, Ore., president of the American Wool

Council, were elected to the board of directors of The Wool Bureau, Inc., at the bureau's annual meeting in New York recently. Jan H. Moolman, Middleburg, Cape Province, South Africa, chairman of the International Wool Publicity and Research Fund, was reelected chairman of the board. Willoughby and Steiwer succeeded J. B. Wilson, McKinley, Wyo., and Harry J. Devereaux, Rapid City, S. D.

The Vallemere Angus Farms sale at Wichita Falls originally scheduled for August 28 has been changed to August 26.

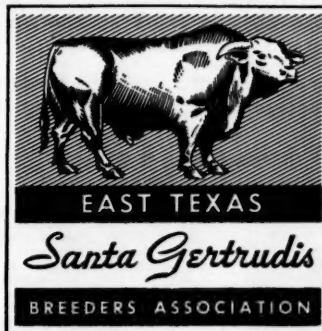
September 28-29-30 are the dates set for the Texas State Polled Hereford

show which will be held at Brownwood. Directors of the association, meeting in Brownwood June 30 accepted the invitation of the Brownwood Chamber of Commerce to hold the state show in their city.

B. J. Baskin, secretary of the Texas Polled Hereford Association, advises members that August 15 is the closing date for consignments to the Round-Up sale to be held at Fort Worth October 15. The sale committee is composed of Suel Hill, chairman, Sam Belyeu and Harry V. Dulick.

Why not give a subscription to The Cattleman for a birthday present? \$2 for one year; three years \$5; five years \$8.

East Texas Santa Gertrudis 4H and FFA CLUB SALE OCTOBER 4 • WACO, TEXAS Selling 10 heifers, 5 bulls



The animals offered in this sale represent the best breeding from members of the East Texas Santa Gertrudis Breeders Association who have made the sale stock available to individual Club boys who have fed and fitted the cattle for this sale.

The five bulls will be certified purebred and between 18 and 24 months of age. The female offering will be from 12 to 24 months of age and be either certified purebred or eligible for a classification when they become of age.

East Texas Santa Gertrudis Ass'n.

W. W. Callen, President, Waco, Texas

For further information, contact:

C. E. KENNEMER, JR., Chairman

1103 Davis Bldg., Dallas, Texas

Brangus Briefs

By JO HEIDEN

It was a nice surprise to answer the phone the other afternoon and find Bruce Dawson of Atlee, Alberta, Canada, calling. Mr. Dawson reported they are about a month late up there as far as the weather is concerned. It has rained so much it is still quite cold. At the time

this conversation was taking place, it was 118 degrees in Vinita. We enjoyed our conversation very much and were happy to learn that Mr. Dawson's mail has more than doubled since last year on inquiries from interested Canadian breeders.

* * *

A letter from Walter Henshaw's office in San Antonio, Texas, advises us that

Mr. Henshaw is on an extended trip to Europe.

* * *

Leonard M. Owens of Grove, Kansas, gave us an interesting bit of news. He has sold a registered Brangus bull to R. D. Cook, Martin, South Dakota. Mr. Cook plans to use this bull with 35 heifers that are half blood Angus and half black Scottish breed. He tells us the Scottish breed is short, black in color has long hair, and horns. When bred to Angus bulls, the half bloods are naturally polled. Mr. Cook is of the opinion using the Brangus bull will give him the percentage of Brahman blood he needs to develop a larger, more thrifty cross breed. Another interesting bit of information from Mr. Owens was the fact that he and Alfred A. Cook, also of Grove, have purchased a ranch 30 miles Northeast of Scott City, Kansas, and plan to stock this place with Angus cows as a foundation herd for Brangus.

* * *

R. L. Milam, Smackover, Arkansas, Brangus breeder and President of the Arkansas Brahman Breeders Association, tells us their Field Day will be held Sunday, August 15, at Milam's Keller Lake Ranch, located four miles south of Garland City, Arkansas. Mr. Milam adds there will be plenty of free barbecue (Brangus).

Charollais, Charolais or

Charollaise, They're All Correct

ADDITIONAL information on the correct spelling of the word Charollais, a breed of beef cattle that came to this country from France by way of Mexico, has been given to The Cattleman by Georges Choisy of Skiatook, Okla., who represents the French breed association in this country.

Choisy says that the correct old-fashioned spelling is Charollais and that Charolais is the new fashioned spelling of the word, which is not so grammatically good but much used.

Spelling in the United States, in addition to the two mentioned above, is Charolaïse and Charollaise. As for the final E, Choisy says that in France there is a different spelling for masculine and feminine words. For example: A Charollais bull, a Charollaise cow. The French word for breed is Race, which is feminine. Therefore, Race Charollaise.

Enclosed find check for \$5.00 for a three-year subscription to The Cattleman. My cousin, Wm. G. Hawkins, Ringgold, Texas, has been keeping me in your books. I enjoy them very much as I am a farmer and raise cattle.—L. G. Curd, Malta Bend, Mo.

What's happened to the 'East Texas Cow'?



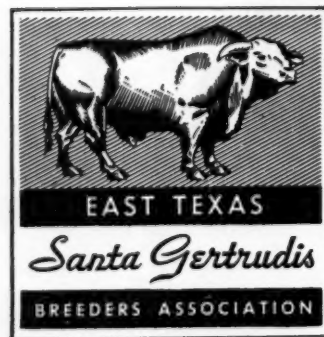
What's happened to the non-descript, plain type cow of no particular breeding formerly known as the "East Texas Cow"? In recent years she has undergone a radical change. Today the influx of new breeds, scientific breeding practices and improved pastures find our East Texas cow a beef animal second to none. Contributing a major part to this change is the Santa Gertrudis breed of beef cattle.

Santa Gertrudis, with their ability to economically convert forage into top quality beef, their inherent resistance to disease and insects coupled with their rapid rate of gain, have made the new East Texas cow a profitable producer of top quality beef. She is respected by cattlemen everywhere.

Members of the East Texas Santa Gertrudis Breeders Association cordially invite you to visit their ranches to inspect outstanding individuals of the breed.

MEMBERS:

Alexander, Clyde, Trinidad • Alexander, Edgar G., Kerens • Becker, George, Jr., Kaufman • Blue Bird Cattle Co., Wilmer • Bonham, Col. Roscoe, Killeen • Butter, Leo, Longview • Butter, Stephen, Longview • Callan, W. W., Waco • Carter, Gus, Jr., Marshall • Cartwright, Matthew, Terrell • Cowart, Ray, Henderson • Crenshaw, F. O., Royce City • Erwin, Dr. J. C., Jr., McKinney • Estes, Carl, Longview • Fielder, Robert E. B., Van Alstyne • Graham, E. Hoyle, Paris • Hight, G. Howell, Waxahachie • Jarrell, L. C., Henderson • Jinkins, Loyd, Fort Worth • Jones, Harry M., Mineola • Keeth, L. R., Marshall • Kennemer, C. E., Jr., Dallas • King, Lloyd, Goldthwaite • Lester, Dan, Jefferson • Lide, David M., Jr., Dallas • Lilly, B. T., Sulphur Springs • Loftis, C. A., Longview • Majors, J. G., Willsboro • Mayers, H. C., Crockett • Mayes, A. G. (Pat), Paris • Murchison, J. W., San Antonio • McNatt, Dr. Malcolm, Marshall • Olds, James E., Willsboro • Pearce, Charles S., Corsicana • Pickett, Thomas Y., Dallas • Prendergast, George, Marshall • Puchett, J. J., Mineola • Smith, Eddie, Kerens • Smith, Eugene B., Jr., Dallas • Spence, Jack C., Grapeland, Stewart, Alvin A., Goldthwaite • Stovall, F. M. & L. R., Rusk • Thomas, Cullen S., Dallas • Trippett, Harry, Waco • Vandaveer, R. L., Dallas • Wheatley, C. D., Trinidad • Whitaker, O. C., Fort Worth.



East Texas Santa Gertrudis Breeders Assn.

Chartered as an affiliate of the Santa Gertrudis Breeders International
Address Correspondence to George Becker, Jr., Sec.-Treas., Kaufman, Texas

BUY AND SELL REGISTERED AND COMMERCIAL CATTLE—HERD AND RANGE BULLS—
QUALITY FEMALES—RANCHES—RANCH LOANS

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Texas Cowboy Reunion Association Meets

HENRY S. RECORD, Monument, N. M., was elected president of the Texas Cowboy Reunion Association at its annual meeting held in Stamford last month. Record was born in Dallas County, Texas, but has been ranching in Lea County, New Mexico, for 64 years. He is 82 years old and very active for his age.

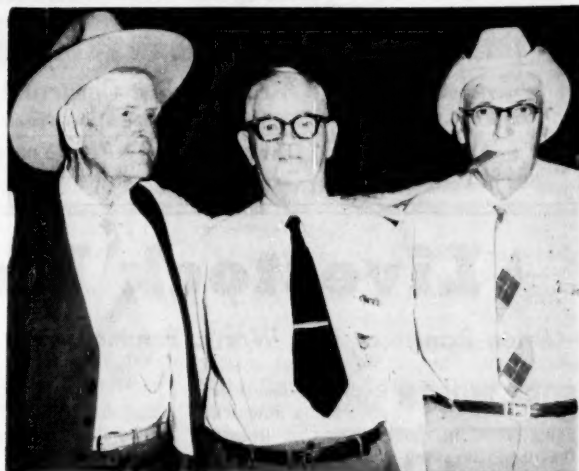
H. E. Culwell, Avoca, was elected first vice president; Porter Campbell, Rule, second vice president; J. V. Hudson, Haskell, secretary-treasurer; Rufe Denson, Rule, range boss; Clinton Ezell, Stamford, wagon boss; Pete Blackshear, Aspermont, horse wrangler; and Pat Jones, Sierra Blanca, wagon cook.

Eleven men present at the meeting were charter members of the association which was formed 24 years ago. They were: Walter Bevers, Munday; Pat Jones, Sierra Blanca; W. H. Cauble, Snyder; W. T. Goree Sr., Stamford; E. C. Marr, Knox City; Kid Jeffers, Antlers, Okla.; E. M. Randolph, Abilene; Charles Mayes, Munday; Joe K. Huggins, Merkel; H. E. Culwell, Avoca, and A. M. McCreight, Anson.

Otto F. Jones, Colorado, immediate past president, is chairman of the board of directors composed of the following: Tom Hickman, Gainesville; Amon Carter, Fort Worth; J. V. Hudson, Haskell; Eric Swenson, Spur; H. C. Coffee, Pampa; G. C. Carothers, Stamford; H. S. Record,

Officers of the Texas Cowboy Reunion Association, left to right, Henry S. Record, Monument, N. M., president; J. V. Hudson, Haskell, Texas, secretary-treasurer; and Otto F. Jones, Colorado City, immediate past president and chairman of the board of directors.

Texas Cowboy Reunion Officers



Monument, N. M.; Charles H. Feathers-ton, Wichita Falls; Lewis Ackers, Abilene; Wayne Perry, Haskell; Glen Putnam, Altus, Okla.; Rachel Bingham, Spur; John H. Smith, Knox City; John Roberts, Midland; Joe Jay, Abilene; S. G. Cobb, Haskell; C. L. Mayes, Munday; J. L. Sypers, Lamesa.

Guy Garren, Van Horn; Kid Jeffers, Antlers, Okla.; John F. Maddox, Sweetwater; Mrs. Mildred Edwards, Dickens; M. S. Doss, Seminole; Porter H. Campbell, Rule; H. E. Culwell, Avoca; K.

Coombes, Pampa; Dr. J. C. Davis, Rule; Charles Moorhouse, Munday; C. G. Burson Sr., Haskell; Lasater Hensley, Guthrie; Spurgeon Reaves, Hawley; W. B. Harrison, Stamford; Dr. E. P. Bunkley, Stamford; Dr. F. E. Hudson, Stamford; C. A. Douthit, Stamford; Frank Canon, Stamford; Walter Johnson, Blackwell; M. D. Hudson, Fort Worth, and W. B. Willingham, Rotan.

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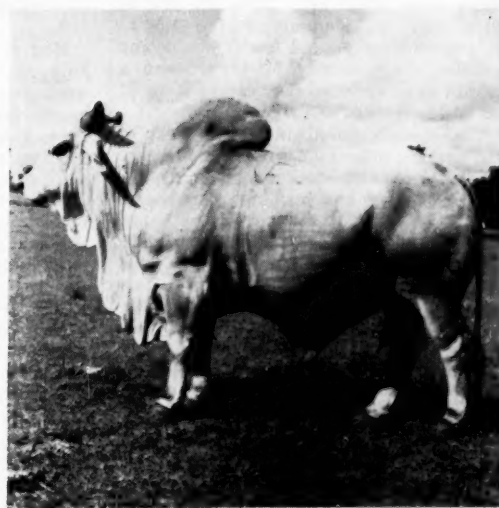
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Livestock Markets Review

Price Range at Fort Worth, Houston, San Antonio and New Orleans During Past Month

FORT WORTH Rather moderate supplies and a downward price trend in most classes of livestock featured livestock trading on the Fort Worth Stockyards during July. Severe hot weather prevailed throughout most of the state during most of July and many stockmen expected excessive runs of cattle, but large numbers failed to materialize.

Receipts of cattle and calves on the local market last month were a few thousand short of the offerings during the same period of July last year. Hog and sheep receipts offered locally were slightly more than a year ago.

Local values compared with a month previous show beef steers and yearlings steady to strong, with spots 50c to \$1 higher. Cows are \$2 to \$3 lower, with some sales \$3.50 off. Bulls are 50c to \$1.50 lower and slaughter calves \$1.50 to \$2 lower. Stocker and feeder steers and yearlings are mostly \$1 lower than a month ago, while stocker calves were \$1 to \$2 lower.

Cows made up about 35 per cent of the mature offerings, with a good share of the remainder stocker yearlings.

Choice steers and yearlings were scarce the latter half of the month, with low choice grades selling from \$21.50 to \$22. Commercial and good grades turned from \$15 to \$21. Commercial and good heifers sold from \$14 to \$19. Cutter and utility lots of steers and heifers cleared from \$8 to \$13.

Commercial cows sold early in the

month from \$12.50 to \$13, with these kind selling late from \$10 to \$11. Utility cows cleared from \$8 to \$10, with canner and cutter cows selling mostly from \$5 to \$8, some cutters to \$8.50 and shelly canners down to \$4. Commercial bulls are selling from \$12.50 to \$13, a few to \$13.50. Canner, cutter and utility bulls were reported from \$8 to \$12.50.

Good and choice slaughter calves moved late from \$14 to \$16.50. Early in the month choice slaughter calves reached \$17.50, some heavy calves to \$18. Utility and commercial calves sold during the third week of July from \$9 to \$13.50 and cull calves from \$7 to \$9.

Medium and good stocker and feeder steers moved recently from \$12 to \$17, with some steers to \$18. Stocker calves are selling within the same spread. Stocker cows were reported from \$8 to \$10.

Hog prices on the local market around July 20 and 21 both on butchers and sows were weak to 50c lower than a month previous, however prices were \$2 lower than early this month. Choice 190-240 lbs. sold July 21 at \$23, or the low point since last November. Choice 150-185 lbs. and 250-360 lbs. sold from \$19 to \$22.75. Sows turned from \$13 to \$18.

Slaughter lambs and yearlings are \$1 to \$1.50 lower than a month ago, slaughter ewes are \$1.50 to \$2 lower and feeder lambs strong. Choice killing classes have been scarce this month. Good and choice spring lambs sold recently from \$17 to \$19, with cull and utility grades \$7 to

\$16. During the first and second week of July springers topped at \$21. Utility and good slaughter yearlings cleared recently from \$10 to \$12.50. Aged wethers sold from \$8 to \$9.50. Cull to good slaughter ewes cashed from \$3 to \$4.50 and some choice ewes brought \$5 for slaughter. Medium and good feeder lambs are moving from \$11 to \$15.50, mostly \$14.50 down.

SAN ANTONIO Most cattle classes held about steady in trading on the San Antonio market during July, the one exception being slaughter cows which showed declines of \$1.00 to \$1.50 from the close of the preceding month. Slaughter steers and yearlings, slaughter calves and stocker calves were steady to 25c lower and bulls were steady to weak.

Offerings in the slaughter steer and heifer division included a small lot high good and choice around 1,000 lb. steers which cashed at \$21.25, but bulk of shorted offerings ranged high commercial to average good and sold in a price range of \$17.50 to \$19.00. Commercial to good grassers were noted at \$14.50 to \$17.50. Cutter and utility yearlings ranged from \$10.00 to \$13.50.

A sprinkling of high utility and commercial cows rated \$10.00 to \$11.50. Bulk utility cows ranged \$8.75 to \$10.00, the majority downward from \$9.50. Canners and cutters centered at \$6.50 to \$8.50. A small showing medium weight and heavy commercial bulls scored \$13.50 to

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\$14.00, while a minimum of \$12.00 stopped low utility bulls. Canner and cutter lightweights rated \$8.00 to \$11.50.

In the slaughter calf division, a spread of \$17.40 to \$19.00 took the majority good to choice, with odd lots mostly choice hitting \$19.50 to \$20.00. Bulk commercial to good calves sold from \$14.00 to \$17.00, including numerous crossbred Brahman types around \$15.50 to \$16.50. Cull and utility offerings ranged mainly \$8.00 to \$13.50.

The supply of choice stocker calves during the period was limited, with only a few small lots qualifying for prices of \$17.50 to \$18.50. Most of the light-weight yearling stockers were medium to good selling from \$14.00 to \$17.00. Similar heifer yearlings moved at \$12.00

to \$16.00. Common kinds sold mainly around \$11.00 to \$13.00. Medium and good steer calves rated largely \$14.00 to \$17.00 with heifers at \$12.00 to \$16.75. A few common and medium stocker cows moved out at \$7.00 to \$9.50.

In the hog division, good and choice barrows and gilts scaling 180-260 lbs. scored \$23.50 to \$24.25. Choice sows up to 300 lbs. moved at \$20.00 to \$21.00. Weights around 400-450 lbs. centered at \$17.00 to \$17.50, heavier weights down to \$14.50 to \$16.00.

A few choice around 85 lb. spring lambs touched \$20.00 late in the period, but bulk of offerings were utility to good mostly under 80 lbs. selling from \$16.00 to \$18.00. A few good to choice shorn yearlings rated \$10.00 to \$12.00, and good shorn aged wethers moved at \$8.00 to \$9.00. Bulk utility wethers sold at \$6.00 to \$7.50, and a spread of \$4.00 to \$5.50 took practically all of the shorn aged ewes, only a few good above \$5.50. Choice around 55-70 lb. feeder lambs scored \$15.00 to \$15.75. Bulk of offerings were medium to good selling at \$11.00 to \$14.50, common at \$10.00 or less.

Medium and good shorn Angora goats claimed \$6.00 to \$6.50, with the bulk common to medium ranging \$4.75 to \$5.75. Bulk slaughter kids rated \$3.00 to \$4.00 per head.

HOUSTON Trading was generally very slow at the Port City Stockyards during the past month with only small spurts of activity in evidence for Good and Choice grades of slaughter calves and slaughter cows. The demand was very poor for low grade slaughter calves and all replacement stock.

Several loads of steers came to market and bulls were offered daily but the great majority of grown cattle receipts was comprised of slaughter cows. Good and Choice slaughter calves were on offer practically every market day but the percentage of these grades compared with lower grades was increasingly less as the month progressed. Animals suitable for stocker purposes were mostly of Brahman and cross-breeds but many of them went to killers.

The month's total receipts mounted to approximately 7,409 cattle and 17,896 calves compared with the previous month's totals of 7,367 cattle and 14,496 calves. During the corresponding period

of 1953, 5,334 cattle and 18,758 calves came to market, indicating an increase of about 5 per cent for the current month in comparison.

Lower prices prevailed for practically all classes of cattle and calves, slaughter cows and calves suffering the greatest declines. Toward the close of the month, Utility and Commercial slaughter cows claimed from \$9 to \$11 and Canner and Cutter from \$5 to \$8.50, with hard emaciated cows under \$5. Cutter and Utility



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bulls bulked from \$9 to \$13.50 with a few Commercial to \$14.50. Good and Choice slaughter calves closed from \$17 to \$19 while lower grades absorbed the greatest losses. Commercial calves sold from \$12 to \$16 and Cull and Utility from \$8 to \$12. Medium and Good white face stocker calves were quoted from \$12 to \$17 but quality was generally lacking. Cross-bred and Brahman types closed from \$11 to \$14, lightweights at the top figure and scaling downwards as the weight increased.

NEW ORLEANS Trading on the New Orleans Stock Yards during the month of July was active and the demand was such as to provide an easy outlet for all classes of livestock.

An increase in supply, however, plus a decrease in quality offerings tended to lower the price of cattle. This price decline was felt on all classes, with the most pressure being put on those below good and choice.

Calves of all classes were down from \$1 to \$3 as against last month, with grades below good suffering the greater decline. Cows were off from \$1 to \$2 all along the line, while bulls sold about steady with last month's prices.

Light stocker steers were active during the period although selling about \$1 lower. Heavy steers in the 700-900-lb. range were not in good demand and were off from \$2 to \$3. Female stuff sold about the same as the butcher level and met a very spotty to irregular trade.

There appears to be a shortage of the better calves and this naturally creates a very strong demand for the good and choice, and in view of drouth conditions in quite a few sections of the territory it is felt that this class of stock will continue to hold firm in the coming month.

Good and choice calves sold from \$17 to \$19, commercial \$13 to \$15 and utilities \$10 to \$12.

Commercial cows brought \$11 to \$12, utilities \$9 to \$11, cutters \$8 to \$9 and canners \$6 to \$7.

Best bulls brought around \$14, utilities \$11 to \$13 and cutters and canners \$8 to \$10.

Hogs, good and choice 180 to 240 lbs., brought \$23 to \$23.50; good 250-270 lbs., \$21 to \$22; good 150-170 lbs., \$21 to \$21.50; good butcher pigs brought \$18 to \$20; good packer sows, 400 lbs. up, brought \$17 down; good packer sows, 400 lbs. down, around \$18; good bred feeder pigs brought from \$20 to \$21. All others in proportion.

THE CATTLEMAN'S ANNUAL HORSE ISSUE

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Beefmasters Recognized As Breed by USDA

BEEFMASTERS are now recognized by the United States Department of Agriculture as a distinct breed of cattle originated in the United States. Recognition of the breed developed by the Lasater Ranches at Falfurrias, Texas, and Matheson, Colorado, is contained in USDA Farmers' Bulletin No. 1779 as revised in January, 1954.

Beefmasters were developed under a continuous breeding program begun in 1908 by the Lasater Ranch at Falfurrias. At that time, the ranch became the first in its area to experiment with the cross breeding of Brahman cattle. Special emphasis was placed on the development of a breed which would produce a choice, quick-maturing heavy calf at eight months of age under range conditions with no supplemental feeding.

Only six characteristics have been considered in the evolution of Beefmasters, but these six are considered essential: (1) disposition, (2) fertility, (3) weight, (4) conformation, (5) thriftiness and (6) milk production. All animals which do not display these characteristics are culled, regardless of other factors.

It is a rigid rule of the Lasater breeding herds that all Beefmaster females, beginning as two-year-olds, must drop, raise and wean an early calf each year or be dropped from the breeding herd.

Beefmasters were originally developed in the hot, dry sea-level, brush country of South Texas, but in 1949 the Lasater Ranch expanded its operations to Matheson, Colorado. In Colorado, as in South Texas, the cattle are handled under strictly range conditions without access to barns.

There is no herd registry on Beefmasters, but the name is copyrighted, and its use is authorized under a name franchise contract issued to breeders who purchase stock from the Lasater herds.

Lasater Beefmasters are marketed under a unique system known as The Beefmaster Plan, with selection and delivery based upon postmark priority of contract. One feature of the plan is a freight allowance under which the buyer is given a rebate of 5¢ per highway mile within Continental United States from the Lasater Ranch to his home post office for each Beefmaster he buys.

The mounting popularity of the breed is illustrated by the Beefmaster Plan cow-and-calf sale held in June, 1954, at the Matheson ranch. This annual sale, at which Beefmaster cows are offered with baby calves at side, was a complete sell-out, with contracts received for more than twice the number offered.

Bernsteins Located in Pueblo

The Cattleman last month made mention of the liquidation of Bernstein Brothers after 64 years of servicing farmers and ranchers with heavy farm and ranch supplies, and inadvertently stated the firm was located in Denver. Bernstein Brothers are located at Pueblo, Colo.

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These cattle are priced as to their individual merits and range from \$400 to \$750 per pair.

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Range News of the Southwest



Cattle Sales and Prices

Where sex is not given on sale, excepting calves, the reference is to steers. As "The Cattleman" goes to press several days before date of release, range conditions may have changed since these reports were made.

AMARILLO

There is practically no movement of livestock out of the state from this district. The hot weather continues and grass and row crops are burning up. We will need rain and cool weather in August to make winter grass. This country is short of native cattle.—N. H. Sweeney.

ANTLERS, OKLA.

Very few cattle are moving except through local sales rings. It is very hot and dry and rain is badly needed.

Steer and heifer calves and yearling steers are selling 10c to 18c; two and three-year-old heifers, 8c to 10c; dry cows, 7c to 10c; cows with calves, \$70 to \$125; twos, 10c to 16c; threes and up, 14c.—Coy Rosenthal.

ARCHER CITY

We have had hot winds and high temperatures for the past three weeks and the grass has burned up. There is a lot of dry vegetation on the ground which makes a very dangerous fire hazard. Because of the heat it is doubtful if cattle are holding their weight. The only cattle moving are to central markets or local auction rings and there has been no inquiry for fall. No ranch sales or leases.

Steer calves are selling 16c to 18c; heifer calves, 15c to 16c; two and three-year-old heifers, 10c to 12c; dry cows, 8c to 12c; cows with calves, \$100 to \$150; yearling steers, 14c to 16c; twos, 17c to 20c.—W. J. McMurtry.

AUSTIN

J. E. Tucker, Buda, sold registered Angus cattle as follows: one bull each to Billie Wroe, Buda; Herbert Smart, Austin; Bill Swearington, Austin; Jim Chamberlain, McMahon; Clyde Alexander, McMahon; Earnest Griffin, Buda; Floyd Coleman, Buda; L. B. Wooten, Buda; and W. C. Lodin, Prairie Lea; one bull and 9 cows to A. W. Rhodes, Corpus Christi; 2 bulls to J. M. Burkholder,

Encinal; a cow and calf to Tommy Riley, Austin, and Don McCue, Columbus; and 2 heifers to Stuart Bros., Blenheim, Canada.

We have had only four inches of rain since the middle of last December and drouth conditions are very bad.

A number of ranchmen have shipped their cattle to different parts of the state to grass and some have sold out entirely.—A. B. Strickland.

BENJAMIN

We are having very hot, dry weather. There is practically no cattle trading with stocker or feeder buyers, just a few going to market. Cattle have been doing well on the ranges, as grass is good and there has never been more water at this time of the year, but we will need rain soon to make a crop and revive the grass. If we can have rains soon, cattle will be fat this fall and calves will be heavy, however, the price does not look very favorable at this time. There have been no calves contracted for fall delivery.—Chas. Moorhouse.

CLARENDON

Ralph Collinson, Amarillo, bought 64 steer yearlings from Sam Crews, Crowell; 92 from Henry Borchardt, Crowell; 72 from E. L. Hensley, Altus, Okla.; and 250 steer and heifer yearlings from Garland Motley, Hollis, Okla.

B. N. Head, Clarendon, bought 40 steer and heifer calves from Heckle Stark, Clarendon; and sold 40 to John C. Knorpp, Clarendon; and 30 steer yearlings to C. Littlefield, Clarendon.

Shelton & Chamberlain, Clarendon, sold 80 heifer yearlings to B. N. Head, Clarendon; 454 steer and heifer yearlings to Foxley & Co., Omaha, Nebr.; 34 steer yearlings to Singer & Brummett, Amarillo; and bought 185 heifer yearlings from Marion Houston, Crowell; 38 from Thomas Houston, Crowell; 117 from C. B. Lutes, Pampa; 157 from Pitchfork L. & C. Co., Guthrie; 154 from Roy Steele, Crowell; and 203 steer and heifer yearlings from R. D. Mills, Pampa.

H. H. Keahey, White Deer, sold 100 steer yearlings to Britten & Kotara, Groom.

This country is very dry. Grass is

brown but crops are pretty good and cattle are still holding their own.

Steer calves are selling 19c to 20c for fall; heifer calves, 17c to 19c, for fall; dry cows 10c to 12c; cows with calves, \$125 to \$150; yearling steers, 17c to 19c; twos, 17c to 18c.—A. T. Jefferies.

HEBBRONVILLE

We have had good rains, followed by scattered thunder showers and this section is in the best condition it has been in for the past six years. Due to the rains and cloudy weather in the lower Rio Grande Valley, cotton is two or three weeks late, but estimates are that there will be a larger crop than in 1953. There was some damage to farm crops and ranch property along the Rio Grande.

There has been no report of livestock sales and, due to the scarcity of cattle in this section since the rains, there has been no movement. Prices quoted are local auction and market prices. Choice fed steers, around 1,000 lbs., 21c to 25c; light yearling steers and heifers, 17½c to 19c; commercial to good grassers, 14½c to 17c; cutter and utility grades, 10c to 13½c; a few commercial cows, 11c to 11½c; good and choice slaughter calves, 17½c to 19c; commercial and good, 14c to 17c.—Jack H. Mims.

HIGGINS

We have had no rain in about forty days and it is badly needed.

Trading is slow and there is very little inquiry for cattle for fall.—R. B. Tyson.

HOUSTON

There are no range sales to report. Some sections of this country have had showers but most of the range is dry.—G. O. Stoner.

MIDLAND

Scharbauer Cattle Co., Midland, sold 2,300 mixed calves to E. D. Webster & Son, San Angelo, for September and October delivery.

Very few cattle moving in this area, a few small herds of mixed cattle are selling through the sales ring. Grass is badly in need of moisture.—Howard McDaniel.



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MULESHOE

U-Ranch, Muleshoe, shipped 21 bulls and 353 cows to grass at Beaumont, Kansas.

Trading is practically at a standstill. We have had no moisture since last report, pastures are brown and most of the cattle are being fed protein supplement.

Steer calves are selling 20c to 22c; heifer calves, 20c; two and three-year-old heifers, \$125 to \$165; dry cows, 12½c to 15c; cows with calves, \$150 up; yearling steers, 18c to 20c.—Jno. S. McMurtry.

QUITAQUE

Rock Island Oil & Ref. Co., Matador, shipped two cars of old bulls, and one car of mixed cattle, steers, stags, cows and heifers, to the Oklahoma City market.

Johnny Russell, Matador, sold 231 steer yearlings to Walter Mustad, Abilene, Kans.; 113 steer yearlings to Jim Runyan, Kansas City; and shipped 600

steer and heifer yearlings to Los Angeles feed pens.

Oscar Stroup, Quitaque, shipped 11 cows, 2 bulls and one steer yearling to the Fort Worth market.

Walter Graham, Quitaque, shipped one trailer truck load of mixed cattle to the Fort Worth market.

Wayne Martin, Flomot, shipped 23 cows, calves and yearlings to Amarillo.

Jimmy Rhoderick, Briscoe County, sold 26 fat steers and heifers at the Amarillo sale.

We have had very little rain since last report and the grass is burning. The new crops have stood up pretty good, but they need rain. Where there is irrigation the crops look good. Stock water is short and some people are running pumps to keep the tanks full. A few cattle are going to local sales. Have not heard of any calves being contracted for.

Market prices are off. Prices quoted are sales ring prices. Steer calves, 13c to 16c; heifer calves, 12c to 15c; dry cows, 8c to 10½c; bulls, 9c to 12½c; canners and cutters, 5c to 8c.—Maynard Wilson.

KINGSVILLE

Lykes Bros., Freer, sold 135 cows to Sunny Seago, order buyer for Western States. These cattle went to California. Lykes Bros. received 1,644 heifers from their Miami, Florida, ranch.

We had a good rain the latter part of June and range and cattle are in good shape in this section. We have good cotton and grain crops also.—Travis Peeler.

SAN ANTONIO

Because of the continued drouth there is very little to report. The San Antonio market continues to receive big runs the first two days of the week. Prices are too unstable to quote.—J. E. Hodges.

SWEENEY

There is very little active trading going on. Some people are having to sell some cows they should keep, due to the drouth. Some of the larger ranches are having to feed. The calf crop is far below average this year. Fat calves or creep fed calves are selling 17c to 19c; cross bred stocker calves, 11c to 14c; cows and calves, stocker type, \$85 to

\$110; with plainer type selling \$60 to \$80.

The runs at the markets have been fairly heavy the past few days—Leonard Stiles.

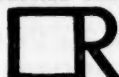
TAHOKA

This country is beginning to get dry but the cattle are still doing good. Trading is slow and few cattle are changing hands.

Steer calves are selling 17c to 20c; heifer calves, 15c to 17c; dry cows, \$90 to \$110; cows with calves, \$110 to \$135.—B. L. Parker.

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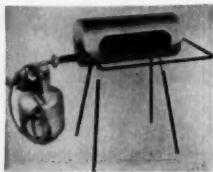
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VICTORIA

The Victoria district is very dry, causing a lot of cattle to move to market. Prices have not been too good. Fat butcher calves are selling 17c to 19c; fat cows, 8c to 10c; plain canner cows, 5c to 7c; stocker cattle have taken a drop in price, too. Brahman heifers are selling \$35 to \$45; stocker calves, 10c to 12c; cows and calves, \$65 to \$85 a pair.—Lester Stout.

Cattle News

OMAHA

By HART JORGENSEN

Hart Jorgensen, Executive Director of the Livestock Foundation of Omaha, is personally known to thousands of Corn Belt and Western livestock growers and feeders through his market broadcasts, and talks before various livestock grower and feeder groups.—The Editor.

Around the Omaha market they used to say, "Now when this cattle run lets up . . ." But that phrase seems to have gone the way of the nickel cigar. At any rate you seldom hear it any more. And no wonder, because so far this year slaughter cattle numbers at Omaha are above a year ago. A one-day run of 20,000 cattle has become near-routine. Actually, the first six months this year there were just less than a half-million slaughter steers at the Omaha market, compared to some 550,000 the first six months of last year, but increased cow numbers more than took up the slack. Bill Branch, government market news man at Omaha, estimates the cow run at Omaha so far this year to be about a third heavier than a year ago, and cow and heifer slaughter also up by a third.

Replacement cattle and calf numbers so far this year at Omaha are also ahead of a year ago, and starting next to the last week of July, total cattle and calf supply at 1,208,000 was some 80,000 above a year ago.

The increased 1954 cattle total notwithstanding, slaughter steer values seldom if ever have held at an even keel than through the first six months this year. And January excepted, they've also been higher than a year ago. Comparative figures on average price of slaughter steers the first six months this year and last, at Omaha:

	1953	1954
January	\$23.01	\$22.44
February	21.64	21.75
March	20.67	21.53
April	20.28	22.23
May	20.97	22.46
June	20.50	22.34

* * *

Packer demand for slaughter cattle at Omaha is presently of such proportions that on a recent Tuesday the four "majors", Armour, Swift, Cudahy and Wilson, together took nearly 10,000 head one of them alone 3,875. The latter is believed to be a record cattle buy for one purchaser in a single day at the Omaha market.

* * *

Bob Ross, Gordon, Neb., rancher and livestock hauler, dropped in while we were putting this report together, and said that range conditions in the Nebraska Sandhills were still good; that

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that area had absorbed quite a few Wyoming cattle that had to be moved because of drouth. Meanwhile, still other Wyoming cattle are coming right to market. Before mid-July a set of Wyoming yearling stock steers weighing just short of 600 pounds, brought \$22 on the Omaha market, and there were others to \$20.50. Veal weight steer and heifer calves ranged from \$15 to \$20.

* * *

Cattlemen concerned with what effect, if any, the expected seasonal dip in hog prices may have on slaughter cattle values, will be interested in the viewpoint of Francis Kutish, Iowa State College economist. He thinks hog prices could hit their low point in October, instead of November or December, because so many hog producers now have their hogs ready for market in five to six months and aim for early marketings. Kutish guesses the low ebb in hog prices might be around \$17, and foresees further that cattle next December could be \$1-\$2 under mid-July levels.

* * *

We crowded the deadline a bit this time, hoping that we could hold off long enough to report a corn-clinching rain in the Omaha market area. But up to mid-day July 20 that needed rain failed to materialize, and a record and near-record heat continued the rule. In much of Nebraska and most of Iowa, the corn as of July 20 continued to hold up remarkably well, and given a break in the heat or needed moisture—better, both—the crop then could still come close to fulfilling the high promise it carried a mere week or 10 days earlier.

* * *

North Dakota's governor recently told his state's stockgrowers of how in his own diet he had increased beef consumption and cut down on potatoes, and, by virtue of the switch, shed some excess pounds and felt better, besides. But what now to say to the potato growers when they meet?

KANSAS CITY

By DON EVANS

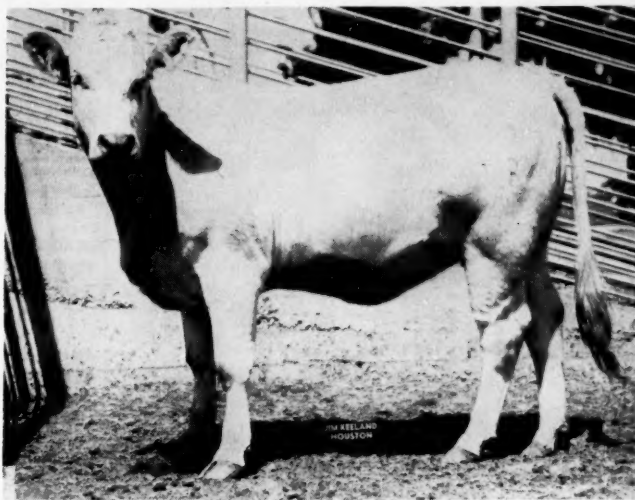
The weather has been the chief subject of conversation in the Kansas City stockyards during the last month. There has been little doubt that dry and hot weather has been damaging to livestock men in the area served by the Kansas City market.

But late in July the anticipated run

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Our Hidalgo County Ranch is specializing in the Charolaise animal. The Fort Bend County Ranch is specializing in the Charbray animal.

WE ARE SHOWING FOR SALE AND FOR FUTURE ORDERS THIS SUMMER A NUMBER OF CROSS-BREED BULLS VARYING IN DEGREE FROM 3/4TH CHAROLAISE TO 15/16THS CHAROLAISE. WE ARE ALSO OFFERING A LIMITED NUMBER OF 1/4TH CHAROLAISE COWS, 3 TO 4 YEARS OF AGE, AND A LIMITED NUMBER OF 9/16TH CHAROLAISE YEARLING HEIFERS. OUR PRICES ARE REASONABLE. WE SUGGEST YOU VISIT OUR TWO RANCHES BEFORE BUYING.

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The cost of membership in the Association is \$6.00 annual dues and 12 cents per head per year assessment on the number of cattle rendered.

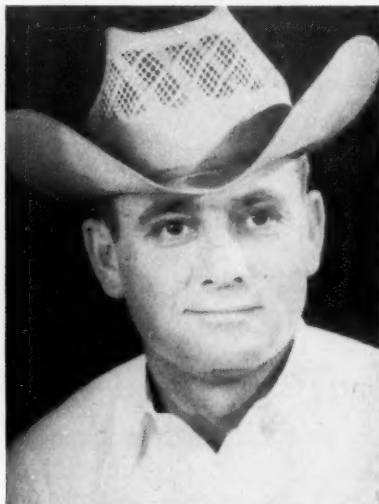
The Association employs inspectors at the markets and principal shipping stations on the range. Field inspectors are also employed to travel over the range country and investigate reports of cattle stealing, etc. Association attorneys assist in the prosecution of those charged with theft of cattle owned by members.

Write for Information About the Texas and Southwestern Cattle Raisers' Association, Henry Bell, Secretary, Fort Worth

MEET YOUR INSPECTORS

JESSE J. JONES

Marlow, Okla.



Mr. Jones supervises Association work in the following Oklahoma counties: Caddo, Carter, Comanche, Cotton, Garvin, Grady, Jackson, Jefferson, Johnston, Kiowa, Love, Marshall, McClain, Murray, Pontotoc, Stephens and Tillman.

HOWARD McDANIEL

Midland, Texas



Mr. McDaniel supervises Association work in the following Texas counties: Andrews, Coke, Crane, Crockett, Ector, Gaines, Glasscock, Howard, Irion, Loving, Martin, Midland, Reagan, Sterling, Tom Green, Upton, Ward, Winkler and Lea County in New Mexico.

For the protection of members against loss by theft or through the marketing of strayed cattle, the Texas and Southwestern Cattle Raisers Association employs a highly qualified, trained force of more than 70 market and Field Inspectors. The inspectors pictured above are a part of this force, and in carrying out their work the Field Inspectors travel extensively throughout their territories—ever watchful for any clue of thieves that may be operating in the area. This service is only part of the protective services rendered by the Texas and Southwestern Cattle Raisers Association to its members. The complete protection and privileges of membership are available to all responsible cattlemen . . . large and small alike.

You are invited to apply for membership

HOW LITTLE IT COSTS!

The minimum yearly charge for Association membership is \$14.50 (based on 50 head).

If you are running 100 head in your herd—you would render 65 head (65% of herd) and your yearly dues would be \$16.45.

If you are running 200 head in your herd—you would render 130 head (65% of herd) and your yearly dues would be \$24.90.

These are just sample charges—complete information regarding charges for membership may be found in the application on next page, or get in touch with your nearest Association Inspector. Names and locations of all inspectors are listed on the reverse side of this page.



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Protect your cattle . . . Protect your property . . . Protect your industry! Fill out and return the application for Association Membership to Henry Bell, Sec'y, 410 East Weatherford St., Fort Worth 2, Texas. Display the sign of progressive cattlemen.

Texas and Southwestern Cattle Raisers Association

Application for Membership

AGRICULTURE is an industry of many phases; livestock raising is among the most hazardous. In furnishing the beef of this nation the cattleman is confronted with problems which may be divided into two distinct classes, individual and common.

Individual problems are those which belong to each man separate and distinct from his neighbor or fellow industryman.

Problems of common interest are those which belong to the industry as a whole. Every cattleman knows that diligent attention must be given to matters involving legislation, marketing, finance, freight rates, meat consumption, and the like, the same as the individual must be concerned about feed, water, labor, and other ranch problems. Group action through organization alone furnishes the operating machinery for dealing with problems of common interest.

The necessity for organized effort has caused each industry to form its association. It brought into being organizations for labor and all other businesses. Livestock producers in every state or section formed representative bodies, and among the first was the Texas and Southwestern Cattle Raisers Association.

Membership is open to any cattle producer recommended by responsible parties. There are cattlemen and livestock farmers in every section of the Southwest who are not members but who should be and lend their support to the efforts of this organization in behalf of their industry.

Experienced inspectors are stationed on all the central markets to which cattle from Texas and neighboring states are ordinarily shipped. Upon authorization by a member proceeds of cattle bearing his brand are held, pending investigation, if the inspector believes that such cattle are being handled by unauthorized parties.

Field men are stationed at important range centers and inspect shipments, conduct investigations of losses by members, assist local officers in apprehending and capturing cattle thieves, and serve the membership in any way possible. An attorney furnished by the Association assists local officers in prosecuting parties indicted for theft from a member.

When filling out this application it is important that information as to marks and brands and range of cattle be as complete as possible. Draw your brands and marks on the cuts of animals on reverse side just as they appear on the cattle. Use a separate cut for each brand and state whether the cattle are of your own raising; or if bought, give the name and address of the party from whom you bought. Brands may also be recorded in the space for remarks. If a brand is a tally on bought cattle same will doubtless be in many marks and a "V" should be put in one ear and "M" in the other—indicating various marks.

Charges incident to membership are \$6 annual dues, \$2 subscription to "The Cattleman" (subscription to The Cattleman is optional), and an assessment of twelve cents per head per year on the number of cattle rendered, which number should be 65% of the actual number owned. There is also a voluntary assessment of 1 cent per head on the number of cattle rendered for the support of the National Live Stock and Meat Board. The minimum charge for membership with brand rendered is based on a rendition of 50 head, and even though you own less than 50 head, you are eligible for membership at the minimum charge. If you are now a subscriber to "The Cattleman," same will not be charged to your membership until present subscription expires.

The strength of any representative organization is entirely dependent on the support given it and the number of persons or the composite assets it is authorized to represent. The more members the Association has, the wider can be its scope of representation, and the more effective will be its endeavors.

19

To the President and Members of the Texas & Southwestern Cattle Raisers Association:

The Petition of the subscriber represents that he is desirous of becoming a member of the Association and I CERTIFY THAT I HAVE RENDERED NOT LESS THAN 65% OF THE CATTLE I AM HANDLING. In case of acceptance I agree and bind myself to conform to the By-Laws governing the Association, and to pay all dues, assessments and other charges provided for by the Association, at Fort Worth, Texas.

Name.....
(Print Name)

Ranch is located.....

Postoffice is.....

65% of the cattle controlled is.....

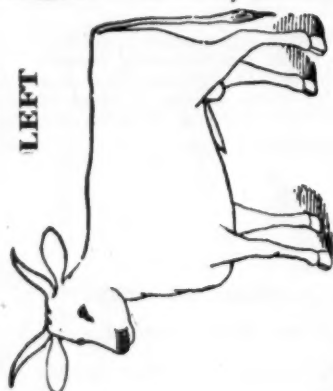
Recommended by.....

Signature of Applicant

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REMARKS

(For Instructions See Other Side)

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✓✓ CK Crusty 10th	✓ CK Cruiser D. 34th	✓ CK Miss Charity 93d	✓ CK Challenger D. 19th
✓✓ CK Crusty 19th	✓ CK Cruiser D. 34th	✓ CK Miss Charity 92d	✓ CK Challenger D. 19th
✓✓ CK Crusty 71st	✓ CK Cruiser D. 34th	✓ CK Donna Domino 45th	✓ CK Challenger D. 19th
✓✓ CK Crusty 72d	✓ CK Cruiser D. 34th	✓ CK Coy Lady 2d	✓ CK Challenger D. 19th
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✓✓ CK Crustyten 18th	✓ CK Crusty 10th	✓ Doranna 86th	✓ CK Cruiser D. 34th
✓✓ CK Cruiser D. 33d	✓ CK Challenger D. 19th	✓ Zena Domino	✓ CK Onward Domino
✓✓ CK Crusty 84th	✓ CK Cruiser D. 34th	✓ CK Constance 19th	✓ CK Challenger D. 19th
✓✓ CK Clipper D. 22d	✓ CK Cruiser D. 33d	✓ CK Miss Advance 2d	✓ CK Challenger D. 19th
✓✓ CK Competitor 75th	✓ CK Challenger D. 99th	✓ CK Karo 9th	✓ CK Onward Domino
✓✓ CK Competitor 91st	✓ CK Challenger D. 99th	✓ CK Crystal D. 7th	✓ CK Onward Domino
✓✓ CK Colorado Domino	✓ Advance C. Domino 4th	✓ Model B. Prestige	✓ Unaweeep Domino 77th
✓✓ TR Zato Heir 40th	✓ TR Zato Heir	✓ T. Lois Rupert 39th	✓ H&D Tone Lad 105th
✓✓ CK Super Anxiety	✓ Super Anxiety 25th	✓ Queen Blanchard 2d	✓ Super Anxiety

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resulted in marked improvement whenever used*

DOUBLE CHECK SALE, DECEMBER 6

CK RANCH
BROOKVILLE, KANSAS

LIVESTOCK CALENDAR

HEREFORD SALES

Sept. 13-14—J. F. Miller, Hayden, Colo.
 Sept. 16—Hereford Heaven Feeder Calf Sale, Ardmore, Okla.
 Sept. 20—McDannald Ranch, Littleton, Colo.
 Sept. 23—Otha Hereford Farm, Grandview, Mo.
 Sept. 23—Titus County Hereford Assn., Mt. Pleasant, Texas.
 Sept. 20—O. E. Metzger, Dispersion, Stillwater, Okla.
 Oct. 2—Western Arkansas Herefords, Fort Smith, Ark.
 Oct. 4—Thorp Hereford Farms, Britton, S. D.
 Oct. 5—Heart O' Texas Hereford Assn., Waco, Texas.
 Oct. 5—Magic Empire Hereford Assn., Tulsa, Okla.
 Oct. 6—Portage Farms, Woodville, Ohio.
 Oct. 7-9—Hi-Point Farms, Romeo, Mich.
 Oct. 9—Guadalupe Valley Hereford Assn., Seguin, Texas.
 Oct. 9—Arkansas Hereford Assn., Little Rock, Ark.
 Oct. 11—Ken-Mar Farms, Attica, Kans.
 Oct. 12—Windsor Place, Booneville, Mo.
 Oct. 13—VelVa Haven Farms, Prospect, Ky.
 Oct. 14—Dillon Hereford Farm, Hutchinson, Kans.
 Oct. 14—Harmony Landing Farm, Goshen, Ky.
 Oct. 14-15—Wyoming Hereford Ranch, Cheyenne, Wyo.
 Oct. 15—D. G. Dawson, Hennessey, Okla.
 Oct. 19—New Mexico Hereford Assn. Range Bull Sale, Clovis, N. M.
 Oct. 20—Valley Acres, Mayfield, Okla.
 Oct. 22—Pacific International Sale, Portland, Ore.
 Oct. 25—McClure Bros., Nashville, Ark.
 Oct. 27—Ed Jeffers, Springer, N. M.
 Oct. 27—Hill Country Hereford Assn., Mason, Texas.
 Oct. 28—MHM Hereford Farms, Pulaaki, Tenn.
 Oct. 30—Circle A. Hereford Farm, Morris, Ill.
 Nov. 1—McClard Hereford Farm, Farmington, Mo.
 Nov. 3—Gulf Coast Hereford Assn., Brenham, Texas.
 Nov. 4—Capital Area Hereford Assn., Austin, Texas.
 Nov. 5—Palo Pinto Hereford Assn., Mineral Wells, Texas.
 Nov. 8-9—Sunflower Futurity, Hutchinson, Kans.
 Nov. 9—Arkansas Valley Hereford Assn., Russellville, Ark.
 Nov. 9—South Texas Hereford Assn., Beeville, Texas.
 Nov. 10—Mathews-Billings and Dauber, Kinsale, Kansas.
 Nov. 11—Y. Z. Vaughn, Morris, Okla.
 Nov. 15—Woody Hereford Ranch, Kansas City, Mo.
 Nov. 15—Greenbelt Hereford Assn., Childress, Texas.
 Nov. 17—Magic Empire Range Bull Sale, Pawhuska, Okla.
 Nov. 17—Mid North Texas Hereford Assn., Cleburne, Texas.
 Nov. 18—Cravens Ranch, Oklahoma City, Okla.
 Nov. 19—Grand Lake Hereford Assn., Vinita, Okla.
 Nov. 22—Circle J Ranch, Montgomery, Ala.

AUGUST 1954						
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Nov. 22-23—Texas Roundup Sale, Fort Worth, Texas.
 Nov. 23—T. A. Culver, Decatur, Ala.
 Nov. 27—Texas-Oklahoma Hereford Breeders, Wichita Falls, Texas.
 Nov. 29—West Texas Hereford Assn., Abilene, Texas.
 Nov. 30—Sweetwater Area Hereford Assn., Sweetwater, Texas.
 Dec. 1—Coleman County Calf Sale, Coleman, Texas.
 Dec. 2—Brownwood Hereford Sale, Brownwood, Texas.
 Dec. 3—U Royal Mixer 28th Sale, Denver, Colo.
 Dec. 4—Blanco Hereford Assn., Johnson City, Texas.
 Dec. 4—Kingford Farm, Siloam Springs, Ark.
 Dec. 6—CK Ranch, Brookville, Kans.
 Dec. 6—Anxiety Hereford Breeders, Amarillo, Texas.
 Dec. 7—Hammom Hereford Ranch, Wichita Falls, Texas.
 Dec. 8—Clay County Hereford Assn., Henrietta, Texas.
 Dec. 9—Turner Ranch, Sulphur, Okla.
 Dec. 11—Hereford Heaven Range Bull Sale, Ardmore, Okla.
 Dec. 13—Par-Ker Ranch, Chelsea, Okla.
 Dec. 13—Lakeview Hereford Farms, Tyler, Texas.
 Dec. 14—Montague County Hereford Breeders, Bowie, Texas.
 Dec. 14—Jones and Watson, Hutchinson, Kans.
 Dec. 15—Stanton Hereford Ranch, Alvin, Texas.
 Dec. 16—Cedar Lane Farms, Greenville, Miss.
 Jan. 6, 1955—Howard-South Plains Hereford Assn., Big Spring, Texas.
 Jan., 8—Concho Hereford Assn., San Angelo, Texas.
 Jan. 10—Mid-Texas Hereford Assn., Stephenville, Texas.
 Jan. 22—Waite Bros. Winfield, Kans.
 Jan. 26—Red River Valley Hereford Assn., Frederick, Okla.

Jan. 26—Top O' Texas Hereford Assn., Pampa, Texas.
 Jan. 28—Southeast New Mexico Hereford Assn., Roswell, N. M.
 Feb. 10—Southwest Oklahoma Cattlemen's Assn. Sale, Lawton, Okla.
 Feb. 11—Beckham County Hereford Assn., Sayre, Okla.
 Feb. 16—Magic Empire Breeders Opportunity Sale, Pawhuska, Okla.
 Mar. 2—Panhandle Hereford Breeders, Amarillo, Texas.
POLLED HEREFORD SALES
 Sept. 25—Central Texas Polled Hereford Assn., Clifton, Texas.
 Oct. 1—Panois-Tate Calf Sale, Senatobia, Miss.
 Oct. 9—Eagleville Polled Hereford Assn., Eagleville, Tenn.
 Oct. 12—Howard & Loma Turner, Perry, Okla.
 Oct. 15—Texas Polled Hereford Round-Up Sale, Fort Worth, Texas.
 Oct. 16—O'Bryan Ranch, Hiattville, Kans.
 Oct. 18—Magnolia Polled Hereford Assn., Tupelo, Miss.
 Oct. 25—Spring Valley Farms, Poolesville, Md.
 Oct. 26—Eastern Polled Hereford Calf Sale, Frederick, Md.
 Nov. 3—National Polled Hereford Sale, Columbus, Ohio.
 Nov. 8—Shiflet & Shiflet and Lester Blair & Sons, Red Rock, Okla.
 Nov. 10—Western Polled Herefords, Inc., Colorado Springs, Colo.
 Nov. 11—Master Key Place, Fulton, Mo.
 Nov. 12—O'Bryan Ranch, Hiattville, Kans.
 Nov. 12—Spring Lake Ranch, Tupelo, Miss.
 Nov. 13—Eastern National Polled Hereford Sale, Nashville, Tenn.
 Nov. 15—Eagle Hereford Farm, Eagleville, Tenn.
 Nov. 20—Plainview Farm, Enterprise, Kans.
 Nov. 20—Hi Plains Polled Hereford Assn., Clovis, N. M.

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A SPECIFIC MINERAL
FOR A SPECIFIC NEED

SAN-TEX

No one mineral is satisfactory for all parts of the country. Therefore we manufacture several different kinds to overcome the deficiencies existing in the various ranges throughout the country. The location of your range deter-

mines the formula we make for you. San-Tex contains quality ingredients properly formulated and balanced to give you necessary results. If your local dealer is not now stocked with San-Tex minerals contact us.

"If it's made by San-Tex, it's guaranteed"

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Office: St. Angelus Hotel • J. M. Huling • Phone: 7600

- Nov. 22—Kansas Polled Hereford Assn., Topeka, Kansas.
 Dec. 1—Coleman County Calf Sale, Coleman, Texas.
 Dec. 7—Oklahoma Polled Hereford Assn., Enid, Okla.
 Dec. 10-11—National Western Polled Hereford Sale, Denver, Colo.
 Jan. 7, 1955—Santa Fe River Ranch, Alachua, Florida.
 Jan. 12—Mid South Polled Hereford Assn., Memphis, Tenn.
 Jan. 13—Hull-Dobbs Ranch, Walls, Miss.
 Jan. 25—Double E Ranch, Senatobia, Miss.
 Feb. 14—Circle M Ranch, Senatobia, Miss.
- ABERDEEN-ANGUS SALES**
 Aug. 26—Valleymere Aberdeen-Angus Sale, Wichita Falls, Texas.
 Sept. 3—Angus Feeder Calf Show and Sale, Stockyards, Fort Worth, Texas.
 Sept. 10—Oklahoma Angus Market Day & Feeder Sale, Oklahoma City, Okla.
 Sept. 13—Adger Angus Dispersion, Shreveport, La.
 Sept. 23—Bradford Angus Sale, Happy, Texas.
 Oct. 2—Mid-Texas Angus Assn., Arlington, Texas.
 Oct. 4—North Central Texas Aberdeen-Angus Sale, Nocona, Texas.
 Oct. 12—Byars-Four Wynnes-Simon Prince 105 TT Sale, Kaufman, Texas.
 Oct. 18—Ridglea Angus Farm, Dickson, Tenn.
 Oct. 19—State Angus Assn., Palestine, Texas.
 Oct. 29—Gene Goff Brangus and Angus Dispersion sale, Fayetteville, Ark.
- Nov. 1—Southwestern Regional Sale, Tulsa, Okla.
 Nov. 2—Quality Prince Sale, Stillwater, Okla.
 Nov. 3—Red Oak Farms, Rocky Comfort, Mo.
 Nov. 6—South Texas Angus Assn., Alice, Texas.
 Nov. 8—Brook-Shahan Sale, Brady, Texas.
 Nov. 9—Black Gold Angus Farms, Robert Lee, Texas.
 Nov. 18—Second Annual Angus Roundup Sale, Nocona, Texas.
 Nov. 29—International "Show Window" sale, Chicago.
 Dec. 13—Burch-Johnson Christmas Sale, Ravia, Okla.
 Dec. 14—Stoneybroke Ranch Santa Claus Sale, Ada, Okla.
 Feb. 14, 1955—Charmay Angus Farm, Seminole, Okla.



Self-propelled Model
 You can cut more timber and clear more land easier, faster and cheaper with the Model 14 Combination Saw than with any other saw on the market, because it is self-propelled forward and reverse, and has plenty of power to drive a 40 inch blade with ease. The reverse feature alone is worth many times its cost because of time and labor saved. Cuts trees level with ground, clears on hillside or uneven land. Blade turns to any position by loosening two bolts. Positive control of blade and wheels at all times through finger-tip controls.

Combination Saws Are Built in 3 Models From 2 1/2 to 14 Horsepower And Are Priced From \$159.00 Up

There's a model to fit your needs exactly, and to fit your pocketbook. Combination Saws are economical to operate and upkeep costs are low. Sawbuck, table, rotary weed blade, sickle bar mower, hay rake, dump cart, planter, cultivator, riding sulky and other attachments available. Has power takeoff. One of the most valuable machines on any farm. For full details on all models, get a letter or post card off today.

COMBINATION SAW & TRACTOR CO.
 P. O. Box 820 U, Denton, Texas

- Feb. 21, 1955—Marydale Farm's Fourth Annual Production Sale, St. Francisville, La.
- SHORTHORN SALES**
 Sept. 17—East Texas Shorthorn Sale, Tyler.
- BRANGUS SALES**
 Oct. 29—Gene Goff Brangus and Angus Dispersion sale, Fayetteville, Ark.
 Oct. 30—Northeast Oklahoma Brangus Assn., Vinita, Okla.
- SANTA GERTRUDIS SALES**
 Oct. 4—Heart o' Texas 4-H and F.F.A. Santa Gertrudis Sale, Waco, Texas.
 Oct. 7—Oklahoma Santa Gertrudis Breeders Show and Sale, Tulsa, Okla.
 Nov. 10—King Ranch, Kingsville, Texas.
 Nov. 11—Third Annual Pioneer Santa Gertrudis Breeders Sale, San Antonio, Texas.
 Nov. 12—Wortham-Evans Santa Gertrudis and Quarter Horse Sale, Buckholts, Texas.
 Nov. 13—East Texas Santa Gertrudis Breeders Assn., Dallas, Texas.
- CHARBRAY SALES**
 Sept. 4—Bar H Bar and S V Bar Charbray Sale, Hempstead, Texas.
- CHAROLLAISE SALES**
 Oct. 16—Billie Yates Charollaise Sale, Vineyard, Texas.
- HORSE SALES**
 Nov. 10—King Ranch Quarter Horse Sale, Kingsville, Texas.
- GENERAL**
 Aug. 11—Panhandle Hereford Breeders Annual Barbecue and Picnic, Amarillo, Texas.
 Aug. 21—Jones Hereford Ranch Annual Picnic, Rhame, Texas.
 Aug. 26-29—Fort Worth Horsemobile Club Horse Show, Fort Worth, Texas.
 Aug. 28—Sept. 6—National Angus Show, Des Moines, Ia.
 Sept. 4-5—All-Arabian Horse Show, State Fair Grounds, Dallas, Texas.
 Sept. 13-18—East Texas Fair, Tyler, Texas.
 Sept. 18-19—Prescott Quarter Horse Show, Prescott, Ariz.
 Sept. 28—Texas State Polled Hereford Show, Brownwood, Texas.
 Oct. 2-8—Tulsa State Fair, Tulsa, Okla.
 Oct. 2-10—Heart o' Texas Fair, Waco, Texas.
 Oct. 4-9—Arkansas Livestock Show, Little Rock, Arkansas.
 Oct. 9-24—Pan-American Livestock Exposition, Dallas, Texas.
 Oct. 9-24—State Fair of Texas, Dallas, Texas.
 Oct. 13—Oklahoma Range Improvement Field Day, Woodward, Okla.
 Oct. 29-Nov. 7—Grand National L. S. Exposition Horse Show & Rodeo, Cow Palace, San Francisco, Calif.
 Nov. 1-3—National Polled Hereford Show & Sale, Columbus, Ohio.
 Nov. 26-Dec. 4—International Livestock Exposition, Chicago.
 Jan. 10-12, 1955—American National Cattlemen's Convention, Reno, Nev.
 Jan. 14-22—National Western Stock Show, Denver, Colo.
 Jan. 28-Feb. 6—Southwestern Exposition and Fat Stock Show, Fort Worth, Texas.
 Feb. 28-Mar. 4—Amarillo Fat Stock Show, Amarillo, Texas.

Oklahoma Range Improvement Field Day October 13

E. H. McILVAIN, acting superintendent of the U. S. Southern Great Plains Field Station announces that the 18th annual Range Improvement Field Day will be held at the station near Woodward, Okla., October 13. Previously the field day was held on a Saturday. This year it will be on a Wednesday. McIlvain cordially invites the general public to be guests of the field station this year.



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 612 Jefferson St.
 LEWISBURG, W. VA.

RAY SIMS AUCTIONEER

I will be happy to work for you, too! Write, wire or phone me at Belton, Mo.



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 Livestock Auctioneer
 1111 S. Pittsburg
 TULSA, OKLAHOMA
 Phone 6-1879



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 210 Westport Rd. • JE-2275
 Kansas City, Mo.



AUCTION SALE

Cattlelogs

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 1117 Florence St. ★ Fort Worth, Texas

Transposition Error

In the Dudley Brothers ad on page 97 the pictures of JJ Larry Domino 7th and his son, DB Larry Domino 34th, are transposed.

THE CATTLEMAN'S ANNUAL HORSE ISSUE

will be off the press Sept. 1. Get your advertising copy in by August 20.

RANCH LOANS

E. PAUL DAGUE
 Manager



CONNECTICUT GENERAL LIFE INSURANCE COMPANY

1512 Kirby Building
 DALLAS, TEXAS

H. W. WESTBROOK, Loan Correspondent
 McBurnett Building, San Angelo, Texas

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FARM AND RANCH PAINTS

Selection of the proper paint to do a specific job is important. We furnish consultation service without cost or obligation. We sell top quality paints, especially formulated for dwellings, barns, roofs, machinery, and tanks. We also can recommend a reliable contractor to do your job. Call or write

ARCH WAYMAN

GENERAL SALES CO., 704 T. P. Terminal Warehouse Bldg.
Telephone FORTUNE 3391, Fort Worth, Texas

Leopard pups from natural stock dogs. Males \$30.00, females \$25.00. Guarantee satisfaction. Jim Thomas, New Baden, Texas.

HORSEMAN—lifetime experience, animal husbandry graduate, married, one child, starting fifth year full charge purebred enterprise, invites correspondence regarding position in management or marketing in any associated field. Opportunity for substantial advancement essential, top references Box 8-D, The Cattleman.

Bois d' Arc post for sale—Any size, any length and any amount. J. G. Eller, Box 581, Kilgore, Texas.

WANTED TO RENT—Large hog pasture with acorns and water. Jim Thomas, New Baden, Texas.

BOOKS FOUND—Any title, new or old. Western books a specialty. Send wants today—no obligation. International Bookfinders, Box 3003-CA, Beverly Hills, California.

LIVE STOCK PRODUCERS, know your markets. Read National Live Stock Producer, 3 years \$1.00. Dept. CA, 139 North Clark Street, Chicago 2, Illinois.

SEND raw wool to us for blankets. Free details. West Texas Woolen Mills, 415 Main, Eldorado, Texas.

TEXAS LONGHORNS

These rare cattle bred gentle and odd colored, make toughest crossbreeds. Disease resistant. A nice wide horned steer each year pays expenses. Some obtain horn spread of 8 feet. Write for prices. W. B. Carson, Rt. 5, Huntsville, Ark.

AIREDALE pups, champion-sired. Phelaine Kennels, Reg. Box 110-A, Route 2, Waco, Texas.

"CATTLE BRANDS AND COW HIDES" by Hortense Warner Ward. Something new about a familiar subject. Entertaining—informative. Order your copy now: Story Book Press, 3233 McKinney, Dallas, Texas. Price \$3.50.

RANCH FOREMAN—Experienced, 35, family. Born and raised on ranches. Foreman 5 years. Operated own horse-cattle ranch. Want permanent work. College education. C. F. Riker, c/o Western Geo. Co., Cotulla, Texas.

OPENING for ranch and farm manager. Good opportunity for properly qualified man on modern, well-equipped ranch. Do not answer: If you are lazy or a drinker; if you do not know and like cattle and the ranching business as a way of life; if you do not have a belief in the value of keeping accurate records, and sufficient education to be able to get best results using modern methods. Give information concerning age, experience, education, references, salary expected, marital status. Box 8-B, The Cattleman.

Range Manager—Commercial or registered cattle, sheep or goats. Lifetime experience. Excellent references. If interested, state how large the operation and where located. Box 8-W, The Cattleman.

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AUCTION SCHOOL, Ft. Smith, Ark. Term soon. Free catalog. Home Study Course.

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LOVE GRASSES PANIC GRASSES
GRAMA GRASSES

For seeding details and delivered prices write

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San Antonio 11, Texas

CERTIFIED BLUE TAG KENTUCKY 31 FESCUE. Green grass all winter. Lowest prices. Call or write Columbia Seed Co., Box 572, Columbia, Mo.

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POLLED HEREFORDS

Perfect Purebred Polled Herefords, with papers. Riebe Ranch, Berghelm, Texas.

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CIRCLE B RANCH—Registered Shorthorn cattle. JOE F. BENNETT, Coolidge, Texas.

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Large selection of choice springers and fresh cows and heifers. TB and Bang's tested. Stanley Burnidge & Son, "Grand Hotel for Dairy Cattle," Elgin, Ill. (Hotel accommodations.) Established 1918. Also good selection at Claremore, Okla. Branch—Phone: Claremore 116.

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REGISTERED red Brahman bulls, registered gray Brahman bulls; one's to four's.—Dr. T. M. Neal, Wharton, Texas.

19 PABBA registered Brahman cows. 1 double registered bull, 7 calves. \$3,200 all. Phone 8-9846 or write Box 686, Orange, Texas.

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Large and small ranches. Improved and unimproved. Priced \$5.00 to \$60.00 per acre. 45 inches annual rainfall. Low cost per animal unit. Large tracts grassland for lease.

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BLACKBELT CATTLE RANCHES, 53 inches rainfall, 10 clovers and grasses, all year grazing, 2 to 4 acres per cow. Geo. D. Knight, Selma, Ala.

Abundant Running Water Through Entire Ranch

4,000 acres . . . it carries 400 cattle year round; present stock of cows and yearlings are fat and ready for market. Owner puts up 600 tons hay for past 18 years. Trees for winter protection. Running water throughout the ranch; numerous dams carry water from year to year; pipes furnish constant fresh water through the tanks. Rich pasture land includes grama, black root, western and crested wheat grasses. Down payment of \$20,000 handles; balance over 10 years at 4%. Located on good U. S. Highway.

WESTERN Realty Co.

400 Livestock Exchange Bldg.
Denver 16, Colo. Phone: KEystone 4-6313

A COMPLETE Going Ranch for Sale—1685 acres muck land, 8 feet deep, the best land in Florida. Will support 2500 head of cattle. A commercial hay business for the dairies on East coast is also complete. Can cut 30 tons per acre per year of Pangola hay. Illness forces me to put this on the market. All pastures fenced. New barns and houses on the property. Part of land can be rented to vegetable men. Box 8-C, The Cattleman.

880-acre cow ranch, 3 miles Longton, Kans., Elk Co. Modern impr., 75 acres cult., bal. extra good open bluestem grass, 9 ponds, 2 springs, some oil. Price \$70 acre. Don McDonald, Elk Falls, Kans., or owner, L. E. St. John, Longton, Kans.

590 acres. New house and barn. \$5500. S. R. Osment, Hulbert, Okla.

FOR SALE—Farms, ranches in southwest Colorado, ample water and grass, irrigated and non-irrigated. Write us for details. A. A. Ball Realty Company, Realtor, 1010 Main, Durango, Colorado. Phone 233.

MISSOURI ranch; 4,000 acres, good roads, fenced, good buildings, very good pasture and good hay ground. Water in every pasture the entire year around. Within reasonable distance of large town. For details write Box 5M, The Cattleman.



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- ★ Productive Range Areas
- ★ Plentiful Native Hay
- ★ Prosperous Livestock Center
- ★ Hunting, Fishing and Skiing
- ★ Inviting Climate

One of Montana's finest:

40-year ownership.
27,350 acres deeded (5,000 acres irrigated native hay meadows, completely fenced outside, cross-fenced into 10 fields); 3,200 acres state leases; 3,600 Hereford cattle (forest permit for 500 cows). Modern home and bunkhouse and A-1 physical plant. Full ranch equipment.

Vast area of grassland range:

45-year ownership.
24,320 acres deeded (1,000 acres cultivated); 10,040 acres state leases, 10,700 acres Taylor leases; 9,000 sheep (forest permits for 4,200 sheep); well watered by creeks, springs and reservoirs. Can be converted to a cattle operation. Farm, haying and sheep equipment.

Lucrative, well-balanced operation with sheep and cattle:

35-year ownership.
24,720 acres deeded (4,720 acres cultivated), 21,760 acres state leases, 2,960 acres Taylor leases; 10,000 sheep (forest permits for 9,500); 300 cows (forest permits for 200); fully equipped.

Native hay, grain and alfalfa.

An Outstanding Operation

38 years ownership.
21,000 acres deeded (4,200 acres irrigated native hay meadows and some alfalfa and grains); 4,160 acres Taylor leases, 1,160 acres State leases. Private summer range for 2,000 cattle. Two separate ranch units. Modern home and A-1 plus maintenance of all physical aspects. Full equipment. 1,000 cattle included.

A Haymaker and Choice Valley Site

15 year ownership.
13,240 acres deeded (700 acres irrigated—1,000 tons alfalfa); 150 acres grain; 13,840 acres Taylor leases, 1,800 acres State leases. Easy irrigation with worlds of water. Fine physical plant and equipment. 1,000 cows included.

Second and third listings above join and could be bought as one unit.

For Full Particulars write

WALTER S. JONES

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Rio Grande Valley Farm and Ranch

Reached by paved highway, 20 miles south of fast growing Albuquerque is this 326-acre irrigated farm. Modernized, attractive commodious adobe home, barns, corrals, etc. Fertile land planted in permanent pasture, alfalfa and grain, watered by wells and main river ditches. Two sections leased pasture land. One of the best places in the Valley. Price \$130,000; very convenient terms.

Exclusive Sales Representative

Willis Stewart Realty Company

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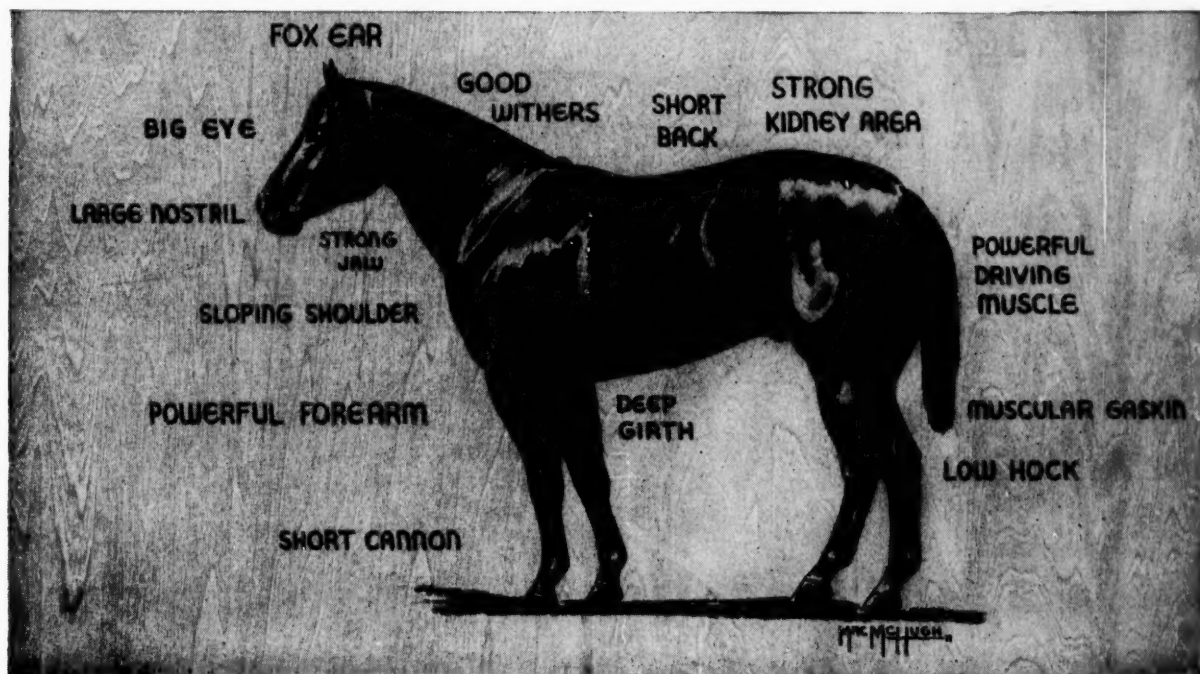
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